



Dedicated tourism and hotel management professional.

Experienced on customer support and event logistics that led to the creation of engaging new customer programs and multiple successful events for the company. Fast learner who is able to develop new skills necessary to fulfill job responsibilities.

Core competencies include:

Event planning • Customer relations • Teamwork

LEIDY VIVIANA SALGADO

CO-FOUNDER OF



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EXPERIENCE



ACHIEVE STUDIO | Co-Founder (2016 - 2019)

Started a marketing and media studio performing roles such as accounts executive, event planner, director of operations among other key functions.

- Developed a network of top notch providers overseas that guarantee a high quality product at a great rate.
- Managed and communicated project status with internal and overseas team, and clients.
- Directed events logistics for several clients in the keynote speakers and coaching industry.
- Provided support for a wide variety of clients from medium and big companies on different industries.
- Designed digital assets for social media event promotions.
- Helped develop the number of followers on client's social media by directing community management team.

PORCOLOMBIA | Event Director (2017 - 2019)

Effectively planned and executed the national main conference for PorColombia non profit organization on two consecutive years.

- Developed and implemented event timeline and action plans in collaboration with cross-functional partners.
- Worked on the logistics for the presentation of high-profile colombian and US politic figures at the conferences.
- Coordinated the logistics at FIU and Broward college for the PorColombia National Conference on 2018 and 2019.
- Oversaw the marketing communications development for both conferences.

JAVIER JAIMES • ALAEX (Asociación Latinoamericana de Expositores) | Event Logistics (2017)

Successfully executed the logistics for several hispanic coaching and keynote speakers events from ALAEX.

- **Developed and implemented event timeline and action plans** in collaboration with cross-functional partners.
- **Oversaw the marketing communications development** for the majority of the events.
- **Designed digital assets for social media** event promotions.
- **Created automation funnels** for event promotions using Infusionsoft marketing tool among others.

NGK • JÜRGEN KLARIC | Event Planner (2016 - 2017)

Effectively planned and executed several events with an audience of 50 to 500 attendees for renown speaker Jürgen Klaric in Center and South America, coordinated and lead planning meetings that involve cross-functional teams.

- **Developed and implemented event timeline and action plans**, developed in collaboration with cross-functional partners.
- **Managed and communicated** project status with manager, internal team, and clients.
- **Worked with the Communications Team** and RDC Director to develop print and digital marketing materials.
- Worked with RDC Director to solicit and **engage with event sponsors**.
- **Designed print & digital collateral and promotional materials** for the organization using established design standards.
- **Effectively managed and distributed a defined budget** on hospitality, logistics and travel arrangements.

JÜRGEN KLARIC • BiiALAB FOUNDATION WORLDWIDE INC. | Event Planner (2016 - 2017)

Effectively planned and executed several events and corporate training seminars for an audience of 100 attendees in Latin America and Miami.

- **Assisted with preparing budgets** and provide periodic progress reports to staff directors for each event project.
- **Kept track of event finances** including check requests, invoicing, and reporting.
- **Coordinated appointments and scheduling of events** on the calendar.
- **Acted as the point of contact** as smaller events as needed.
- **Helped to document activities** prior to and during the events for internal and external communications.

NATURE'S PRODUCTS, FLORIDA | Interim Event Planner (2015 - 2016)

Lead in the organization of bi-weekly training and corporate events for groups of 50 customers by scheduling venues, accommodation, transportation as well as coordinating activities for VitalStyle™, a vitamin and supplement brand focused on the hispanic market.

- **Increased customer satisfaction ratings by successfully planning and executing VitaStyle™ Caribbean Cruise 2015** for top 20 customers with the highest ranked sales.
- **Increased 10% to 15% Budget Savings** by creating relationships with accommodation, transportation providers and event venues.
- **Lead the production of the V•FIT Challenge**, an event that promoted weight loss by using the brand nutrition products and fitness activities, **generating several real success testimonials** for brand marketing promotion.

NATURE'S PRODUCTS, FLORIDA | Customer Support (2013 - 2016)

Provide regular support for retail and individual customers who purchase vitamins and nutritional supplements as well as a Multi Level Marketing Business Program. Responsibilities include sales, product advice and MLM program training, marketing analysis and implementation of customer engagement tactics.

- **Lead on V•FIT Program creation**, a weight loss program based on nutrition supplement products, **increasing exponentially Nutrition Sets sales**.
- **Signed up 25% of Customers** of the company's telemarketing team monthly goal.
- **Increased team efficiency** by creating a nutritional terms glossary that helped answering customers specific questions about product ingredients and effects.

SOHO FASHION ACCESSORIES, FLORIDA | Sales Staff (Feb - Oct 2013)

Sales of fashion accessories for women at Aventura Mall, approaching customers to promote the products, training a staff of 6 on product usage and customer engagement tactics as well as inventory management.

- **Created a system to increase the efficiency of inventory management** consisting of 300 items on assorted categories.
- **Successfully shortened the training time** keeping the same productivity standard.
- **Reach top sales average on several occasions** pushing the sales team to accomplish set goals and increase team commission percentage

GHL, COLOMBIA | Commercial Advisor (2007 - 2012)

Commercial and financial Advisor (junior) on a timeshare company with a sales team of 20 professionals in charge of educating customers and showing the benefits of vacation properties as well as matching them with the right investment plan based on their budgets.

- **Part of the top 5 commercial advisors** on average sales for 5 years.
- **Awarded with an all-inclusive trip to Amazonas** from sister company RCI for being part of the top 5 performers and accomplishing the set proficiency goals during a 6 month period.
- **Awarded with company perks and incentives** several times on weekly productivity review meetings.

EDUCATION



- **University Los Libertadores, Bogotá, Colombia**
Bachelor of Tourism and Hotel Management. 2005.

SKILLS

