

Paulo Hernandez

Carlsbad, CA | (619) 817-9442 | paulohernandez@gmail.com

SKILLS

- Marketing Automation & Digital Strategy (Eloqua, Salesforce)
- Data Analytics & Reporting Proficiency (Google Analytics)
- SEO & SEM Execution
- Cross-Functional Team Leadership & Communication

Paulo Hernandez is a proven professional adept at navigating the rapidly evolving business landscape, harnessing a dynamic blend of strategic agility and market-savvy innovation. Through diverse roles, Paulo has consistently driven growth and adaptation with analytical prowess and customer-centric strategies, generating significant profits and exceeding sales objectives. Armed with advanced marketing automation and analytics skills, Paulo excels in utilizing data to forecast trends, pivot strategies swiftly, and innovate based on customer feedback. This expertise makes Paulo an invaluable asset to any organization striving to thrive in a global digital marketplace. Paulo brings a visionary outlook that complements any team's pursuit of excellence and growth. His multifaceted experience is underscored by a relentless drive for excellence and a commitment to contributing to the success of forward-thinking organizations.

WORK EXPERIENCE

Fashionphile

Carlsbad, CA

Procurement Specialist

September 2021 - Present

- Strategically monitored and analyzed market trends and internal data to optimize procurement processes, enhancing efficiency and accuracy in quotes for customers, contributing to \$3.7 million in profits in 2023.
- Implemented innovative research methods to enhance workflow efficiency and communication within the procurement cycle, resulting in quicker quote response times for customers.

Kate Spade New York

Carlsbad, CA

Assistant Store Leader Sales & Services

October 2019 - September 2021

- Developed and executed data-driven sales strategies, exceeding annual goals by 15% and generating \$150,000 in additional revenue.
- Enhanced customer centricity, driving a 30% conversion rate through effective cross-departmental collaboration and CRM strategies, exceeding goal by 5%.
- Leveraged sales data and customer interactions to significantly enhance loyalty and drive sales outcomes, maintaining a 90% and above CRM capture rate.

Kate Spade New York

Carlsbad, CA

Operations Supervisor

March 2017 - October 2019

- Trained and led a team in adopting new practices and procedures, improving performance and service quality.
- Enhanced inventory management through data analytics, reducing shrinkage from 7% to less than 1% and significantly improving operational efficiency.
- Managed IT and digital infrastructure issues, ensuring optimal performance of digital platforms and tools.

EDUCATION

Bachelor of Science in Business Administration

May 2024

Fowler College of Business, San Diego State University, San Diego, CA

Cumulative GPA: 3.6