

# Penelope Ausejo

+34 639 127925 ~ pepis@iponet.es

Spain

## LANGUAGE COMBINATION

English – European Spanish (EN>ES)

(At the end of each entry language in which job was performed)

## EDUCATION

2000 Master's degree in Marketing and Sales Management (GESCO) - ESIC, Spain  
1996 Bachelor of Science in Business Administration - Pepperdine University, CA, US

## SPECIALIZATION – TRANSLATING SINCE 2004

<b>Marketing</b>	Packaging, market research, questionnaires, brochures, press releases, Social Media
<b>IT</b>	Software, hardware, online help, training and user-interface message files
<b>Finance, banking, Econ</b>	Financial sheets, financial news, audit reports, economic reports, forex, banking internal communication, European laws, banking software
<b>General Business</b>	Management presentations, HR & training manuals, economic information
<b>United Nations</b>	UN titles, descriptions, websites, documents, conferences
<b>Food and tourism</b>	Websites, restaurant menus, ingredient lists, hotel brochures, hotel management training
<b>Autism &amp; Neurological disorders</b>	Brochures, presentations, medical briefings, websites, pictograms, etc.

## WORKING EXPERIENCE

01/01-10/03	<b>FINDUS</b> ( <i>International Food Company</i> )	<b>Brand Manager – Marketing</b> (EN & ES)	<b>Spain</b>
❖	<b>Foodservices</b> division	2003	
	<ul style="list-style-type: none"><li>Developed Marketing plan and budget</li><li>Developed and successfully launched 15 new SKUs (products)</li><li>Developed briefings, questionnaires and analyzed results for Consumer and Product Research with expert panels and consumers (products, packaging, communication, habits and usages)</li><li>Designed end-user communication (ads and press releases)</li><li>Developed along with other European subsidiaries projects to launch products internationally</li><li>Organized national and international fairs</li></ul>		
❖	<b>Retail</b> division (including <b>Private Label</b> )	2001-2002	
	<ul style="list-style-type: none"><li>Designed packaging</li><li>End-user communication (TV, press and PR campaigns)</li><li>Analysis and reporting of Market data (Nielsen y TNS) to the Head Office in Sweden</li><li>Worked with media intermediaries and international advertising agencies</li><li>Developed Sales Force Tools (catalogues, folders, technical brochures)</li></ul>		
2001	<b>FINDUS UK</b>	<b>Project Leader</b> (EN)	<b>UK</b>
	<ul style="list-style-type: none"><li>Developed products and packaging</li></ul>		
11/98 - 12/00	<b>DULCE GUAY</b> ( <i>SME cash &amp; carry</i> )	<b>General Manager</b> (ES)	<b>Spain</b>
	<ul style="list-style-type: none"><li>Developed and analyzed financial forecasts, marketing and commercial long-term plans</li><li>Managed a team of 11 people</li></ul>		
10/97 - 05/98	<b>CHUPA CHUPS</b> ( <i>Int'l Confectionary Producer</i> )	<b>Sales Promoter</b> (ES)	<b>Spain</b>
	<ul style="list-style-type: none"><li>Merchandising Area manager</li><li>Field research for new launches. Benchmarking</li><li>Trained and supervised 27 sales people</li></ul>		
09/96 - 09/97	<b>WELLS FARGO BANK</b> ( <i>Commercial Bank</i> )	<b>Assistant Manager</b> (EN & ES)	<b>US</b>
	<ul style="list-style-type: none"><li>Managed personal and corporate accounts</li><li>Supervised 12 Bank Tellers</li></ul>		
06/96 - 08/96	<b>A&amp;T GOLDEN SERVICES</b> ( <i>Investment Bank</i> )	<b>Currency Analyst</b> (EN)	<b>US</b>
	<ul style="list-style-type: none"><li>Analyzed international economic data and its effect on 4 major currencies</li><li>Technical analysis of the currencies (charter)</li><li>Forecasted short-term trends for the currencies</li></ul>		
01/95 - 12/95	<b>MORGAN STANLEY</b> ( <i>Dean Witter -Investment Bank</i> )	<b>Stockbroker Trainee</b> (EN)	<b>US</b>
	<ul style="list-style-type: none"><li>Internship</li></ul>		