

RAFFAELLA VARGAS

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EDUCATION

FLORIDA INTERNATIONAL UNIVERSITY

2024 - (Expected June 2025)

Master of Science in Marketing (MSM)

Miami, FL

4.0 GPA; Merit Scholarship; Financial Coach Student Assistant; Courses: Market Research, Brand Management, Digital Strategy

UNIVERSIDAD DEL PACIFICO

2017-2023

Bachelor of Science, International Business

Peru

3.65 Upper-division Undergraduate GPA; Courses: Accounting, Economics, Data Analytics, MS Excel, Finance, Strategic Marketing

WORK EXPERIENCE

RICH PRODUCTS CORPORATION, \$4B CPG FOOD MULTINATIONAL

Full-time

Marketing Trainee

2023 – 2024

- **Reduced expenses by 15%** for the 2024 trade marketing plan by leading the development and execution of a **\$100K strategy**, optimizing budget allocation, and tracking performance through monthly **P&L analysis**, ROI evaluation, and **Power BI reporting**.
- Strengthened **customer retention** across **400+ accounts** by launching a loyalty gift campaign aligned with CRM strategies.
- Increased **brand visibility** and sales for **5 core products** by executing new product and promotional launches, collaborating with a third-party marketing agency and external vendors to produce and install **merchandising kits** across **100+ customers**.

SELINA HOTELS, \$1B GLOBAL HOSPITALITY BRAND

Full-time

Business Development Intern

2023 – 2023

- Secured **20+ strategic partnerships** with complementary businesses, implementing promotional incentives that drove a **+10% increase in sales** for the Central Reservations Office (CRO) **in the first month** of rollout.
- Expanded media reach by **+25% in Q3** through the execution of **5 campaigns** in collaboration with the marketing team.
- **Increased data accuracy** for Q2-Q3 forecasting by optimizing lead management reports to strengthen market segmentation, sales projections, and campaign planning for more precise decision-making.

AGROSUN, GROCERY RETAIL PARTNER OF AYCO FARMS

Full-time

Product Development Intern

2022 – 2022

- Expanded the **supplier network by 50%** in six months by conducting procurement efforts.
- Achieved a **30% Gross Margin** by developing a pricing and positioning strategy through market research and reverse costing analysis, ensuring competitive differentiation.
- Led the **end-to-end development** of a new product concept for Walmart, from ideation and market research to briefing, surveys, prototyping, and **A/B testing**, ensuring alignment with its **go-to-market strategy**.

CBC, \$1B CPG BEVERAGE MULTINATIONAL, PEPSICO'S DISTRIBUTOR IN LATIN AMERICA

Full-time

Revenue Management Intern

2021 – 2021

- Achieved a **5% reduction in Trade Spend** and maintained a **stable MoM volume per outlet (VPO)** by optimizing pricing strategies across all channels through **market research** and **P&L analysis**.
- Contributed to **+2pp quarterly SOM growth** and improved pricing efficiency by managing daily discounts and bonuses in **SAP**.
- Developed **Market Panel reports** using **Nielsen data**, **Power BI**, and **Excel**, providing insights on Share of Market (SOM), price spectrum analysis, and product line performance to support strategic decision-making.

ADDITIONAL INFORMATION

- **Summer Exchange Programs:** Strategic Marketing (2018), EADA, Spain | US Law & Business (2016), Boston University, MA
- **Seasonal Work:** Vail Resorts, F&B Team Lead (2023) | GAP, Store Leader (2022) | Waldorf Astoria Park City, Ski Valet (2019)
- **Volunteering:** Marketing Consultant (2022), Peru | Research Collaborator (2021), Peruvian Government, Chamber of Commerce
- **Skills:** MS Excel (Advanced – Pivot Tables, Advanced Formulas); IBM SPSS (Intermediate); Power BI (Intermediate); Tableau (Intermediate); SAP (Intermediate); Online Certificates: Google Analytics, Google Ads Display, HubSpot Social Media II

CORE COMPETENCIES

Leadership | Communication | Innovation | Entrepreneurial Spirit | Goal-oriented | Analytical | Adaptability | Curiousness