

Emily Zatopec

2 Passember Rd, Laughtone, Maidenhead MD34 3YZ, United Kingdom

E-mail: e.zat67@hotmail.com

Summary

Dynamic, results driven and enthusiastic sales & marketing professional with proven ability to deliver innovative marketing concepts and strategies. Conceptualizes and develops appropriate marketing solutions to benefit customers, increase market share and overall sales. Possesses strong presentation, negotiation and closing skills plus ability to make strategic decisions and react rapidly in conditions of high competition.

Key Strengths

- Thorough knowledge of marketing and sales; analysis of clients' needs; devising and implementing customized solutions.
- Developing an extensive business network in the FMCG, IT and Furniture sectors.
- Delivering revenue and profit gains within highly competitive European retail markets.
- Preparation of export development strategy for European countries; make business cases based on unique characteristics.

Employment History

Foodmasters Ltd.

August 2008 - present

Senior Export Manager / Executive EMEA with full responsibility and decision-making authority for all contract and subcontracts negotiations to increase profitability in export department. Also, in charge of managing subcontracts and material planning for company which achieves \$200 million in annual sales, employs 1,500 non-union employees.

Responsible for managing new business development and strategic planning to maximize growth and profitability; established growth plans for company and personally managed account calls, presentations and negotiations on an international and national level. Developed and executed equity-investments integration plan that included marketing, operations and sales plans.

- Diversified market segments and customer base, introduced standard products and new product lines and expanded sales.
- Instigated and lead project with Heineken International to launch Tiger energy drink to Horeca channel with distribution in eight European countries.
- Built 65% numeric distribution in France within 6 months through identification of unique business opportunities, execution of corporate presentations and strong contract negotiation.
- Delivered sustainable revenue and profit gains within highly competitive European retail markets.
- Pioneered product strategies and marketing plans that included super- and hypermarket formats and product sets.
- Aided positioning of company as leading beverage and food producer in the world through creative design and implementation of high-impact marketing, advertising and promotions.

Tembold Group Ltd

Feb 2006 -July 2008

Export Director (FMCG) responsible for building the abroad sales network, negotiation of long-term contracts with retail chains, distributors and supervision of their implementation. Also cooperating with major retailers in 18 countries; launched branded products but also supplying private label products.

- Launched the successful introduction into the global market through development of both import and export operations.
- Generated 13 EUR million import and export contract value annually
- Strategized and coordinated international distribution channels for product lines throughout Europe and Asian market.

Neapolitana Group Ltd

June 2004 – Jan 2006

Promoted to **District Sales Director Eastern Europe** to oversee corporate sales division with eight districts for one of the European leading suppliers of semi-finished goods for furniture industry. Responsibility for direct sales & marketing and business development functions, including new product roll-outs. Key account management, customer relationship development, contract negotiation and order fulfilment. Manage P&L and budget responsibilities. Conduct cross-functional team training, coaching and mentoring. Lead district sales management and marketing associates. Design, implement and adjust various sales plans and programs for products.

- Increased territory sales by 127 % or more annually
- Rapidly promoted from Sales Representative after earning recognition as a Top Sales producer.

Assentive Ltd

Feb 2003 – June 2004

Sales & marketing representative for marketing & advertising agency. Establishing trade contacts, offers, negotiation on cooperation conditions, development and advising on marketing strategies (brand positioning, visual communications, market research) Construction of promotional and advertising campaigns based on new media and technologies (mobile marketing, Internet and using them in the context of communication and IT solutions, (web applications, CMS and CMR systems, B2B and B2C platforms), (among others cooperation in the development and creation of the portal) Planning and implementation of ATL campaign, (among others a cooperation with Maxdata, LOGITECH, IENOVO, DELL press commercials and ARIMR in the scope of promotion of the EU programs)

Qualifications

- University of Loughborough **1999 – 2004**
Master of Sociology - Specialisation: Human resources
- Art & Design school: Hammersmith **1994 -1999**
(design award for best logo 1998)