

Conchie Fernández

Expert generating corporate communication and social media content, technical and creative writing and translations, both internal and customer-facing. 25+ years of experience executing and driving content for global corporations, centered on international business development, sales strategy design and execution, multinational startups and executive leadership in the IT, Consumer Electronics and Business Development Consulting industries.

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January 2014– Present:

Managing Partner, CF Creative

CF Creative is a provider of comprehensive business solutions centered on business writing, translations, advertising and media/video production. The company's business and proposal writing capabilities have successfully enabled customers to win multi-million dollar bids in the private sector, targeting Fortune 100 and Fortune 500 companies.

Role entails customer relationship management, business development and leading the company's business writing division. Customers include SDI International Corp, Resolve Marine, Microsoft, Greenway Recovery, CBRE and Stiles Corporation.

April 2013 – January 2015: Director of Business Development, SDI International, Florida

SDI International Corp is a \$1b+ provider of supply chain management and indirect procurement solutions for the IT industry, servicing IBM, Lenovo, Rockwell Automation and Motorola worldwide.

Drafted the company's global sales strategies and redesigned its business development processes. Curate the content for the company's corporate website, CEO Blog, bids and proposals, press releases, partnership proposals, all customer-facing content (sales and prospecting presentations, introduction letters, mass emails) go-to-market plans, CEO thought leadership pieces and white papers.

December 2010 – April 2013: Latin America Program Manager, N3 LLC, FL and Costa Rica

N3 LLC is one of Microsoft's (MSFT) key global project management partners, in charge of demand generation, business development and sales for complex solutions in emerging markets (Eastern Europe, Asia-Pacific, Latin America).

Led project design and RFP content and won the company's largest project at the time - \$16m per year to manage MSFT's inside sales team for Latin America. Wrote and directed all company bids and proposals, employee training manuals for Latin America (Spanish) and the US/UK (English), HR manuals (Latin America and US/UK), partnership and sales-centric material, customer-facing proposals and project reports.

August 2007 - December 2010:

Senior Account Manager, Microsoft, Florida

Responsible for sales, marketing and reseller/sales training strategies and content for MSFT retail hardware products, Office for Mac, and virtualization solutions for Miami-based distribution partners and account managers in the Caribbean and Latin America. Translated and produced original content for Microsoft products and services for these divisions, in English and Spanish. Ghostwriter for the Microsoft Public Sector managers, generating internal progress reports, state-of-the-business presentations, quarterly reports, analytics and narrative and year-end closing and coming-year projection documents and presentations.

Achievements:

- Designed and coordinated the training curriculum for Dell's call centers in Central America, named a "Worldwide Best Practice" replicated in other regions.
- Designed, drafted and managed Latin American sales teams' business plans, achieving 100% compliance with corporate headquarter's deadlines, scorecards and metrics.

May 2006 – August 2007: Territory Manager, Canyon Consultants Florida

Formed a consumer electronics distribution startup, leveraging past customers and contacts from the Caribbean region. Negotiated exclusive contract to resell factory-refurbished PCs and laptops from Toshiba, translated tech specs and sales-centric material for resellers from English to Spanish.

May 2005 - May 2006: HP Product Manager, Cubix, Dominican Republic

Cubix is a regional distribution partner of HP consumer and corporate products, with a direct contract with HP Latin America headquarters (Miami).

Reported both to HP and Cubix as co-employers. Drafted the company's market plan, researched and documented the company's target market and distribution map, identifying key IT channel partners by industry, driving targeted sales strategies.

- Translated quarterly product roadmap tech specs for resellers and distributors in the region
- Designed and executed sales rep, reseller and distributor training curricula
- Awarded First Place, HP Product Manager within an HP Distribution Channel in the Florida/Central America/Caribbean/Ecuador Region.

Nov. 2001 - May 2005: Territory Manager, HP, Dominican Republic and Puerto Rico

In charge of sales and marketing material (original content and translation from English to Spanish) for all HP consumer and enterprise products in the Caribbean, based in Puerto Rico and the Dominican Republic.

Nov. 1998 - Nov. 2001: Manager, Reservations and Customer Service Centers, American Airlines, Dominican Republic.

Drafted or translated all demand- and revenue-generation, quality assurance and training content for AA's Call Center and 5 ticketing centers in the country. Proofread and coordinated all advertising copy for the airline in collaboration with their advertising company. Submitted local news to be published in AA's in-flight magazines. Drafted the company's monthly newsletter and authored all internal and external communication for the Regional Manager. Co-designed and led the local Sept. 11 stranded passenger strategies and communication.

Recent Projects:

- Script and storyboard, Greenway Recovery Center corporate video (2015)
- Website content direction and collaboration, Greenway Recovery Center website. Author, Frequently Asked Questions (2015) (www.greenwayrecovery.com)
- Script and storyboard, SDI International Corp. corporate video (2015)
- Content curation, SDI International Corp. website (2014-ongoing) (www.sdintl.com)
- Content curation and coordination (2014 – ongoing), [SDI International CEO Blog](#)
- Content curation, SDI International Corp. social media (2014 – ongoing) ([Twitter](#), [LinkedIn](#))
- Content curation, Perfect Aftermarket Solutions website (www.pas2006.com)
- Content curation and coordination, CF Creative social media (2014 – ongoing) ([Twitter](#), [LinkedIn](#))

- Script and storyboard, Resolve Marine corporate video (2014).

Other writing samples can be provided upon request.

Education:

- Project Manager Certification, IAAP/Project Management Institute. Ongoing.
- Basic Microsoft OEM (Original Equipment Manufacturers) Solutions, Ongoing.
- Microsoft Licensing (Small and Medium Business and Enterprise Solutions), Ongoing.
- HP certifications in Imaging and Printing, Servers and Solutions, Personal Systems, 2005-2009.
- Certification, Trainer, Customer Services, Franklin L. Covey Center, Miami, FL.
- Negotiating Skills, Multimedia presentations, Writing for Speeches, Public Discourse, Communispond Center, New York, NY.
- Creative Writing, New School, New York University, New York, NY.
- BA, Liberal Arts, Universidad Iberoamericana, Santo Domingo, Dominican Republic.

Awards:

- Novel, "Undrawn", was named the Amazon #1 Best Selling Novel in Contemporary Literary Fiction, January 2015
- Invitation to become partner, N3 LLC, 2012.
- Worldwide Best Practice mention, Microsoft-Dell Central America Call Center Training Project, 2008.
- First Place, HP Product Manager with Outstanding Sales and Surpassed Goals, Central America/Caribbean/Ecuador Division, HP, September 2005.

Languages:

Native speaker, English and Spanish.