



## Claudia Ramal de Frank

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*Over 14 years in Sales and Account Management experience, focused on customer service. Broad corporate career in B2B and B2C. Knowledge and experience of the South & Central American markets. Entrepreneur in E-Commerce and MSEs.*

### **EXPERIENCE**

#### **SETUP SUPPLIES EIRL**

##### **Owner**

Jul. 2018- Aug. 2019

- Company constitution.
- Imports supervisión.
- Relationship management with factories in Germany and Mexico (PELIKAN & HERLITZ).
- Commercial strategy development.
- Development of the digital marketing strategy (web site, ECommerce, RRSS management).

#### **AIRPLUS INTERNATIONAL – (Deutsche Lufthansa Group)**

Jan. 2013- May 2018

##### ***Sales & Account & Implementation Manager – LATAM Region***

- Initially Prospecting, hunting and building networks in Peru, Chile, Colombia. Since 2016, also Central America markets. Increasing B2B customers from 7 to 60.
- Supervising leads from Europe to Brazil and Argentina Bank partner.
- Account Management of Global accounts in the region.
- In charge of the commercial relationship and partnership with Travel agencies in the region.
- In charge of the link for Travel agencies interfaces implementations with AirPlus HQ.
- Representing the company in the most important business-related fairs and events of the region (GBTA, Viajescorp etc.).
- In Charge of training for Commercial teams of the Travel agencies in the region.

#### **AHP MIDDLE MANAGEMENT**

Sept. 2011 - Nov. 2012

##### ***Key Account Manager***

- Responsible for developing Commercial Intelligence.
- Prospecting, Hunting and Management of the main accounts (30% increase in one year).
- Post sale supervision and loyalty.
- Customer recovery (BCP Main bank in Peru).

#### **VIAJES EL CORTE INGLÉS**

Dec. 2009 - Nov. 2010

##### ***Key Account Manager***

- Responsible for training, management and maintenance of corporate accounts.
- 50% increase of corporate accounts in six months.

#### **INTERBANK**

Dec. 2008 - Dec. 2009

##### ***Senior Commercial Executive, Remittance and Payroll Division, Personal Banking***

- Senior Executive for Premium customers, developing corporate campaigns in companies related to the mining sector.
- Recruitment of Premium customers for different bank products (Severance Indemnity Pay, Long term deposits, Mutual funds, Cards, Credits)

- Among my most remarkable achievements were bringing important customers to the bank which had no product or service and maintaining a tight relationship that allowed us to explore larger business opportunities in the short and mid-terms.

**Commercial Executive**, Business-oriented Products and Services, Exclusive executive for the Outsourcing service. Brand new service in cooperation with Deloitte for Enterprise payroll management.

- Researched business opportunities based on personal sales experience and clients.
- CTS developments and corporate campaigns.

**AFP HORIZONTE – BBVA GROUP**

Oct. 2006 - Nov. 2008

**VIP Customer Executive**, Commercial Department

- Maintenance of VIP customer accounts. Considered “Very Important People” due to their important positions in different companies among the country.
- Applied the Personalized Service Concept to prevent and satisfy the needs of customers who require capable and trained individuals who can advise them in subjects like the national pension system, related legislation, investments, and banking system to strengthen the contact of customers with the group’s bank (Banco Continental).
- Ability to work under pressure due to very high goals, which have been 100% accomplished, achieving a high customer fidelity level in a very competitive market.
- Consistently trained related to pension legislation, sales, banking products, asset laundering, as well as human resources, public relationship and CRM.

**INTERNATIONAL LOTTO CORP – CONSORCIO LA GRANDE** CEO Assistant

Feb. 2003 - Feb. 2006

**JW MARRIOTT HOTEL LIMA** F&B Server

Jul. 2000 - Feb. 2003

**PRESIDENCY OF THE COUNCIL OF MINISTERS** Translations

Jul. 1998 - Jul. 2000

**EDUCATION**

**CENTRUM- Pontificia Universidad Católica del Perú (PUCP)**

Oct.2018- Aug 2019

Diploma of International Business Study in Digital Marketing Management  
- CENTRUM Business School - EADA Business School (Barcelona).

**Instituto Peruano de Publicidad - IPP**

1990 -1993

Media operator and communicator

Bachelor of Media and Communications

**SEMINARS / EVENTS**

- PERUMIN 2013 – Arequipa Perú
- DLH Group Trainings
- Miller Heimann trainings 2016 / 2017
- GTD 2017

**TRAINING, SKILLS AND FREELANCE**

- Spanish native speaker. Fluent English and basic Portuguese. German under learning process.
- Expertise with commercial softwares (ex. Siebel)
- Interested in sports, dance, tourism, literature and audiovisual media.
- Interested and actively participating in animal protection organizations.
- PROFILE: Job Positioning Service Personally-owned and managed business which collects personnel requirements from different companies and contacts them with professionals who suit their needs.
- On line Spanish teacher – Berlitz Deutschland since June 2020