María Lorena Cerón Abraham

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Venezuela

OBJECTIVE

If you need an experienced translator from English to Spanish, specialized in health and education, you can count on me to do an expedite and efficient job. I am a native spanish speaker with a degree in Social Communication and Journalism, a Master in Business Administration (MBA), a Master in Business English in the United Kingdom, fifteen years of experience in writing and seven years of experience in translating. My goal is to provide translations solutions to my clients through my creative and languages skills by doing a professional and reliable work. I am very detail oriented and committed to meeting deadlines. Also, I am a good communicator and I have business and corporative experience in transnationals companies.

WORK EXPERIENCE

Independent - Freelancer

January 2013 — Present

E-mail: mlceron@gmail.com

English to Spanish translator - Specialized in Health and Education

- English to Spanish translation services through online freelancer platforms such as Upwork (+190 projects completed, for +80 clients and 100% Job Success Rate and a Top Rated Plus Freelancer (in the top 3%). Profile: https://www.upwork.com/freelancers/~016ca5680cfb3ce20b
- Regular clients include Laura Posada, life coach; Judith Duval, wellness coach; Victoria Lowell from Empowered Worth; Redbarn Pet Products; Nathuropatic Currents; Beyond Practice and Common Sense Latino. I have worked occasionally for companies like EveryMundo, KREAFUNK, Parkview LTD, USC Annenberg, among others.
- · Some samples of my work:
- For UCS Annenberg: https://www.dropbox.com/s/p6v4tp5tnyc1anw/2019_thenewnormalmexico-final-release_spn_092519_web%20%282%29.pdf?dl=0
- I translated to Spanish the book Empower Your Worth: A Woman's Guide to Increasing Self-Worth & Net Worth https://www.amazon.com/-/es/Victoria-Lowell-ebook/dp/B082887F1V/
- Employee Handbook for a Restaurant Group: https://www.dropbox.com/s/sdv7ixbynz3lfr9/Employee%20Handbook.Spanish%20Sample%20MLCA%20.pdl=0

Eli Lilly Venezuela

November 2007 — December 2012

Customer Service and Finance Associate

- In charge of receiving purchase orders, billing and coordinating the logistics of dispatches to the main drugstores.
- Analysis of customer inventories, suggest to the Commercial Management the optimal levels of inventories to achieve punctual negotiations.
- Control and creation of credit notes.
- Carry out specific negotiations with clients in such a way as to achieve monthly sales quotas.
- Coding of new products, monitoring of initial stocking in drugstores and pharmacies.
- Challenge and suggest improvements in internal control procedures.
- In charge of managing returns process.
- Make reports of sales, incentives, inventories, product rotation and send them to the General Management.
- Visit the main drug stores in order to determine their needs and suggest strategies to maintain a
 good business relationship.
- Supervision of warehouse personnel, in order to meet delivery appointments, and the particular requirements of each client.
- Collaborate with the General Management in the establishment of units to be sent to Government Institutions, determine the amount to be marked, and coordination of dispatches to these entities.
- Gather information and keep the General and Commercial Management informed about changes in the Drugstores that affect the development of relationships
- Determine new prices, based on General Management guidelines, and send them to clients.
- Coordination of the implementation of electronic invoice and electronic catalog for main clients

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Sales Representative

- Provide physicians with all the necessary information on pharmaceutical products.
- Establish and maintain a level of communication between the pharmaceutical company and physicians from different specialties.
- Establishment and maintenance of an optimal level of communication between the pharmaceutical company and scientific societies or associations of different specialties, in order to participate in their scientific and academic dissemination activities, such as congresses, scientific conferences.
- Planning, execution and control of sales activities at the level of distribution channels: wholesalers, private pharmacies, clinic and hospital pharmacies, public entities, as well as the search and development of new clients. All this in order to guarantee the presence and availability of medicines within the reach of doctors and patients.
- Survey and analyze the pharmaceutical market at the level of wholesalers, pharmacies, clinics.
- Design and planning of promotional and sales strategies, (based on the parameters of Marketing management).
- MERIT AWARD: Best pharmaceutical rep of the Western District of Caracas Oeste 2007

Eli Lilly Venezuela

November 2005 — May 2006

Merchandising Division Rep

- Responsible for sales and promotion in the territory assigned for the sale of pharmaceutical and similar products. Full responsibility, for monitoring, sales budgets, and control of them. Carry out specific negotiations and transfers with establishments and points of sale.
- Carry out negotiations of exhibitions and point of sale, placement and contribution of knowledge in the development of POP material, and advertising guidelines of the company.
- Promote and train pharmacy and drug store personnel regarding the benefits of the product.
- Implement promotional activities and preparation of equipment for exhibitions.
- Take samples and collect information on the market, according to the guidelines of the Marketing Management and Sales Department.
- Responsible for monitoring Service Level Agreements (SLA) between the company and customers in the territory.

Grupo Eveba

August 2005 — Novembre 2005

IR / Marketing Coordinator

- In charge of developing external activities (events, contacts) in order to maintain an outstanding positioning of the company's corporate image in communities, regional and national media.
- Constant design and update of strategies, to adjust it to market requirements and suggestions from sales executives.
- Preparation and coordination of massive advertising and promotional campaigns and direct marketing.
- Quotation and development of POP material, stand, promoters, vendors, areas where the campaigns
 were carried out, authorization of the same.
- In charge of preparing and monitoring the procedures before public and private entities.
- Protocolize management procedures before ministries and governments in order to do so in an agile and efficient manner.
- Represent the company before said entities
- Preparation of costs, negotiation, request and management of health records.

DDB Venezuela Publicidad

February 2001 — September 2001

Audiovisual Production Assistant

- (Internship) Contact with audiovisual production companies for the creation of tv ads
- Monthly billing of payments for talent and production companies
- Review of videos of the competition of the agency's clients, monthly monitoring of the competition (tv. radio and press)
- Processing of production orders and contact with the Administration department
- Assistant to the Account Director I (American Airlines, Clorox, Kia)
- Personalized attention to clients: monitoring, evaluation and analysis of needs, presentation of
 offers and budgets and control and monitoring of accepted works.
- Responsible for ensuring that the suggested proposals had the approval of the client and the quality control of the projects, including corrections and delivery deadlines.
- Link between the Department of Audiovisual Production and Department of Creation.

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EDUCATION

Business English

August 2013 — December 2013

Bournemouth Business School International

With distintion

Master of Business Administration (MBA)

July 2002 — July 2004

IESA

Focus on Marketing

Bachelor's degree, Social Communication - Journalism Universidad Católica Andrés Bello September 1995 — October 2000

QUALIFICATIONS

- Microsoft Office suit (Word, Excel, Power Point) Advanced
- Graphics Tools, Adobe Photoshop Intermediate
- Management Software Intermediate
- · Presentation and Public Speaking
- Composition and Styles
- Conflict management
- Managerial Communication Workshop
- Eli Lilly Initial Sales School (3 weeks intensive training about sales, insights. Lima Perú)

INTERESTS

Topics I am specialized in:

- Medical, Health, Psychology, Nutrition, and Supplements: More than seven years of experience in a bilingual position in one of the top pharmaceuticals of the world (Eli Lilly) and seven years of experience translating medical and health articles.
- Education and Assessments: Seven years of experience translating Individualized Education Programs (IEPs); Cognitive, Academic Achievement, Speech and Language, Occupational Therapy, Special Education Assessments.
- Marketing, Finance, Coaching, Customer Service, Logistics: I have a MBA and broad experience in the corporative world.
- Gastronomy and Tourism: It's one of my hobbies.