



BRUNO CABALLERO

● MKT ● SALES ● COACHING
● MARCOMM ● ADVERTISING

PERSONAL PROFILE

MKT / SALES - AUTHOR, COACH, SPEAKER
Professional with mastery in critical areas for corporate growth:
Marketing ● Sales ● Advertising ● PR
My goal is to **INCREASE THE PROFITABILITY** of customers, sales and operation.

● WORKS & SKILLS PORTFOLIO
CLICK TO ACCESS

WWW.BRUNOCABALLERO.COM/SKILLS

CONTACT INFORMATION

Cell: +52 1 55 3887 4443
bruno.caballero.chavez@gmail.com
brunocaballero@yahoo.com

ADDRESS:
VANCOUVER CA 355 Holdom Ave. Apt. 207

BOOKS WRITTEN (CLICK ON IMAGE TO OPEN)



- Los ingredientes para el Exitoso



- Negocio Exitoso en 3 Pasos

BUSINESS SPEAKER (CLICK ON IMAGE TO OPEN)



"How to sell products & services to potential customers"



"How to get loyal customers"

EMPLOYMENT HISTORY

COACH ● AUTHOR ● SPEAKER ● TRAINER

BRUNOCABALLERO.COM (JUN 2016 - Current)

Author, Coach, Speaker, Sales and Marketing & Life Coach at brunocaballero.com

- Life & Business Coaching
- Book Authoring
- Business Speaker & Advisor
- Sales & Marketing Training
- Leadership coaching
- Communications (internal, external, 1to1)
- Productive working environment
- Public relations & Customer service
- Corporate bottlenecks
- Entrepreneurship assesment
- Courses & Workshop design

Industrial Real Estate Sales Specialist

Cabiedes Bienes Raices Industrial (JUL 2018 - MAY 2019)

- Industrial properties Sales and Leasing
- Corporate presentations
- Negotiation and sales closing.
- "High Roller" prospecting and customer development
- Public relations with CEOs and Development Directors of world class corporations

Sales & Marketing Manager

Aztek Automatización (JUN 2016 - current)

- B2B Marketing Strategy
- Sales strategy
- Corporate image
- POP material
- Website design
- Video Production

Brand Manager Auto detailing and abrasives

FANDELI (JAN 2016 - MAY 2016)

- Trade Marketing
- B2B Marketing Strategy & Sales
- SONAX brand launching in Mexico
- Mass Media diffusion
- CRM Salesforce
- EBxpos (WTC Expos CESVI - 30th Elegance contest)
- Sales force & technical assessment training

Marketing manager

PRODUCTOS Y SERVICIOS BHP (AP 2013 - DEC 2015)

- B2B Marketing & sales strategies
- Internal & external communications
- Advertising
- Sales force training
- CRM Sales UP
- Online / offline catalog
- Overseas supplier developing
- Foreign PR
- New products

Project & sales manager

STUDIO CINEMA (JAN 2008 - MAR 2013)

- Business Area: Advertising & Media, still photo & video production
- Position: Project & sales manager -
- New business developing
- Marketing & advertising strategies
- Sales & negotiation
- Product shot
- Graphic design
- New product launching
- Supplier developing
- Video producer

International TV media purchasing

INOVA productos fuera de lo ordinario (APR 2007 - NOV 2007)

- International TV spot purchasing & negotiation
- media analysis, schedules, products, TV station & media agencies RP in USA, Puerto Rico.
- Confidential budget management
- Media agencies managing, & advertising budgets (wire transfers, make goods, bonus, resells etc.)
- New business searching, brand positioning, new products
- Marketing intelligence analysis, forecast, product launching
- Logistics, PR with partners
- New investors, etc



BRUNO CABALLERO

● MKT ● SALES ● COACHING
● MARCOMM ● PUBLICIST

CONTACT INFORMATION

Cell: +52 1 55 3887 4443

bruno.caballero.chavez@gmail.com

brunocaballero@yahoo.com

ADDRESS:

VANCOUVER CA 355 Holdom Ave. Apt. 207

LANGUAGES

ENGLISH 100%
SPANISH 100%

SKILLS & ABILITIES

- Coaching
- Marketing
- Sales
- Advertising
- Public Relations
- Leadership
- Teamworking
- Storytelling
- Copywriting
- Communications
- Creativity / Innovation
- Public Speaking
- Management
- Employee Training
- Negotiation
- Customer Service
- Decision-Making
- English proeficient
- Active Listening
- Flexibility on changes
- Continuous learning
- Complex problem solving
- Decision making
- Follow up
- Self motivated / Initiative

COMPUTER SOFTWARE

- SAP
- Sales force
- Sales UP
- Oracle
- Wordpress
- Google Analytics
- Google Docs
- Office (W, XI, PPT)
- Photoshop
- Premiere
- Illustrator
- Adobe Audition
- RX Studio
- Pinnacle Studio
- Cubase
- Fruty loops



EMPLOYMENT HISTORY

Social Communications Coordinator

OPERAGUA IZCALLI (MAY 2004 - OCT 2006)

- *Media Purchasing
- *Social media and marketing strategies
- *Expos & massive events
- *Internal & external communications
- *Supplier developing
- *Marketing budget

Corporate Marcomm & Advertising coordinator

EMPRESAS NIETO (APR 2000 - OCT 2003)

- Generate advertising and marketing strategies,
- * Budget managing
- * Advertising production for all masive media (radio, tv, internet, yellowpages, magazines, newspaper)
- *Social marketing strategies
- *Internal & external communications
- *Supplier developing
- *Marketing budget
- *Expos & massive events
- *Purchasing
- *In charge of the Communications & Marketing of 8 (eight) companies (6000 employees)

Art & Screen Making Chief

Sony Music Entertainment Mexico (JUN 1996 - OCT 1999)

- *CD/DVD Cover design & print
- *Production & export strategies
- *Overseas PR (Europe / Asia/ India)
- *Foreing Markets (USA, Canada, South Americas)
- *Internal communications
- *Supplier developing
- *Production line / storing improvement
- *People in charge: 15

ACADEMIC HIGHLIGHTS

Harv Eker Academy

Business creation & growth (Jan 2018 - Present)

Eben Pagan Training

Digital product & marketing (May 2018 - Present)

Instituto Internacional Español de Marketing Digital

Digital marketing Master (Jun 2018 - Present)

Colegio de Especialidades Psicológicas

Clinical hypnosis specialist (2017 -2017)

Universidad del Valle de México

Digital Graphic Design Marketing Specialization (1996 - 1999)

INTERESTS AND HOBBIES

- Writing
- Coaching & Training
- Public Speaking
- Still Photography
- Music
- Autism parenting & education