

NICOLE HEFFERNAN OBANDO

Madrid, Spain | Peru Citizenship | United States Citizenship
(+34) 644 637 115 | nicole.heffernan@student.ie.edu | [LinkedIn](#)

PROFESSIONAL SUMMARY

Sales Executive with 4+ years of experience in key account management, trade marketing, and sales strategy for multinational FMCGs and alcoholic beverages companies. Currently pursuing a Master’s in Management at IE Business School. Skilled in market analysis, contract negotiation, and POS execution, with a Bachelor’s in Business Administration (Top 10%, Beta Gamma Sigma Honoree). Demonstrated innovative problem-solving and delivering sustainable growth in competitive markets.

EDUCATION

IE BUSINESS SCHOOL **MADRID, SPAIN**
Master in Management – Marketing, Branding and Sales Concentration SEP. 2025 – EXPECTED DEC. 2026

- IE Latin America Scholarship & Blue Torch awards recipient (Academic Excellence & Purpose-driven Leadership)
- 3.96 GPA | Ranked 1st of section (Term 1&2) | Section Career Representative
- Relevant courses: Channel Management and Retailing, Strategic Sales and Key Account Management

UNIVERSIDAD DEL PACIFICO **LIMA, PERU**
Bachelor’s Degree – Business Administration JAN. 2016 – JUL. 2022

- Ranked 9th of 131 students (Top 10%) | Beta Gamma Sigma Honoree

PROFESSIONAL EXPERIENCE

PERNOD RICARD (ALCOHOLIC BEVERAGES, \$80MM) **LIMA, PERU**
Key Account Manager – Modern Trade OCT. 2023 – JUL. 2025

- Spearheaded a multifunctional taskforce, securing regional approval for nationwide execution, projected to deliver 8% incremental profit through profit & loss analysis and impactful storytelling.
- Obtained 17% YoY revenue growth and exceeded sales targets by 105% with data-driven strategies and client negotiations.
- Renegotiated 3 contracts with two major clients, generating 5% annual budget efficiencies.
- Managed a \$7MM portfolio (Tottus, Tambo, Oxxo, Listo!, Pedidos Ya), adapting strategies to seasonal buyer profiles.

Distribution Development Analyst – Sales AUG. 2022 – OCT. 2023

- Led a sales quarter’s \$4MM revenue campaign, coordinating a high-season sales plan and kick-off event for wholesale clients.
- Created a “Regional Sales-Coverage Dashboard” adopted across the Andina Region (Colombia, Peru, Bolivia, Ecuador, Venezuela) through data analysis and visualization tools.
- Negotiated 20% increase in product onboarding for northern region of Peru by identifying trends and engaging in close relationship management.

Trade Marketing Intern – Traditional Trade JAN. 2022 – AUG. 2022

- Developed a “Point of Sale Execution Manual” used to onboard Sales Development Representatives.
- Organized promotional activities and POS visibility plans for wholesale clients.

LANGUAGES

Spanish (native); English (native: CEFR C2 level)

COURSES & CERTIFICATIONS

- Certificate: Excel Skills for Business Specialization | Macquarie University | 2024.
- Course: Channel Management and Retailing | IE University | 2024.
- Course: Successful Negotiation: Essential Strategies and Skills | University of Michigan | 2024.

SKILLS

MS Office | Power BI | SAP S/4Hanna | Google Suite | Aquila | JD Edwards | Canva | Trello

OTHER INTERESTING INFORMATION

- Additional interning experience:
 - Alicorp (FMCG, \$3.0BN). Trade Marketing Intern - Homecare. Lima, Peru (Mar.–Oct. 2020).
 - Alicorp (FMCG, \$3.0BN). HR Business Partner Intern. Lima, Peru (Mar.–Oct. 2020).
- Volunteering:
 - “Pérez-Araníbar Orphanage”. Aiding organization with administrative work, logistics and playing with kids (2024-2025).
 - “Markham - Chinchá”. Led team to build temporary home-shelter for survivors of 2007 Ica Earthquake (2013-2016).
- Foreign Exchange: “Round Square” awarded student. Bridge House School in Cape Town, South Africa (Jan. – Feb. 2016).