

GABRIELA CORTINES

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GLOBAL ACCOUNT MANAGEMENT » CUSTOMER SERVICE » SALES & MARKETING » PROJECT MANAGEMENT

High performer offering background of 20+ years in account management, sales, marketing, and customer service, with emphasis in US multicultural markets and Latin American region. Leverage strong project management abilities and ability to drive key programs to take efforts from planning through execution for delivery of services and products. Excel at identifying opportunities for growth and market share improvement.

Strong relationship builder, cross-functional collaborator, and business contributor. Continuously increase brand awareness and reach in target markets to bring in new, recurring, renewal, and add-on business through networking, events, and marketing. Equally strategic and consultative in determining and delivering on customer needs. Record of success consistently exceed goals related to revenue, production, and on-time performance. Key strengths include:

- » English/Spanish Bilingual
- » Relationship Management
- » Metrics Tracking & Reporting
- » Service Management
- » Marketing Communications
- » Customer Presentations
- » Contract Negotiations
- » Team Leadership & Coaching
- » Program Development
- » Analysis & Strategic Planning
- » Project/Account Planning
- » Global Management

PROFESSIONAL EXPERIENCE

UNIVERSIDAD POLITECNICA DEL ESTADO DE GUERRERO | Iguala, Guerrero MEXICO

Directora de Vinculación y Difusión |

Septiembre 2017 a la fecha

Vinculación se orientara a la concentración de prácticas, estancias, proyectos y estadías para apoyar la consolidación de las competencias adquiridas por los alumnos en su proceso formativo, la promoción de egresados, la educación continua, la investigación aplicada y desarrollo tecnológico, entre otros. La vinculación se basara en contratos, convenios, planes y proyectos específicos

La Dirección de Vinculación se encargara de crear, planear y coordinar las actividades de vinculación internas y externas, los Departamentos de Estancia y Estadía, Departamento de Deporte y Cultura y Departamento de Difusión y Promoción.

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Jefa del Departamento de Idiomas y Educación Continua |

2016-2017

Coordinar las actividades del Departamento de Idiomas y Educación Continua, a un grupo de 8 a 10 maestros que imparten clases de Inglés a 1600 alumnos que todos los días toman clases de Inglés y otros idiomas.

AT&T | Los Angeles, CA

1995-2015

Customer Service Manager • Global Client Group, Service Delivery • Canada & Latin America (2013-July, 2015)

Contribute to sales support, relationship building, business management, and project management for implementation and end-to-end process associated with IP, data, voice, and wireless services/products. Team with sellers, customers, and internal AT&T organizations to ensure pre-sale, contract, and order initiation for designated customers. Participate in shared expectations sessions with customers and pre-/post-sale corporate organizations to ensure awareness of roles and responsibilities for engagements. Provide technical assistance to account executives in responding to RFPs and closing sales. Support sales center in new product and promotional activities, as well as address billing issues.

- » Surpassed goals with 96% on-time performance, 100% process compliance, and 9.73 NPS survey score.

Business Account Manager • AT&T Mobility & Business Integrated Solutions (2009-2013)

Managed territory-based small business accounts, including prospecting, cold-calling, appointment scheduling, and relationship building. Developed and delivered corporate business proposals and executive presentations. Focused on account acquisition, retention, and ongoing maintenance to drive sales. Acted as liaison to local business community by representing AT&T at local business associations to generate leads. Partnered with AT&T retail stores and customer service to ensure exceptional customer relations. Identified opportunities to sell complex data solutions and ensured consistent attainment of quotas related to wireland, HIS, video, and mobility voice/data/applications/accessories.

- » Delivered on 100%+ of quotas for all metrics three consecutive years, including 25+ channel activations monthly, \$25K in net new revenue per month, and \$1K in business mobility applications per month.

Global Account Director • AT&T Global Organization-CALA • Latin America (2008-2009)

Engaged to drive opportunities and existing international revenue in Mexico and Latin America in support of AT&T Global Signature and Global Enterprise account. Developed comprehensive account plan in line with global business goals, and defined account strategy and funnel progress with internal and external global partners.

- » Pursued and secured new opportunities region-wide, sparking 24% growth in Latin America for 2008 totaling \$260K in new sales through various products/services, including application services, EVPN, GMIS, and ANIRA.
- » Achieved 104% of production goals and 102.5% of revenue objectives.
- » Sold first network assessment in Central America, generating \$160K with Credomatic, a division of GE Money; efforts set foundation for \$450K in new application sales for 2009.

Account Manager • AT&T Premier Client Group • Los Angeles Business Markets (2006-2007)

Led strategic planning and delivery of IP, video, data, and voice services, including customer premise equipment (CPE) and professional services, as account manager for E1 level clients contributing \$120K in annual revenue.

- » Managed account activities for Union Bank of California, Smart and Final, Herbalife, Guitar Center, and Guess.
- » Exceeded goals: 104% revenue, 101% production, and 107.6% accounts receivable attainment.
- » Recognized as subject matter expert (SME) for provisioning and billing systems.

Account Relationship Manager • AT&T Enterprise Manager • Los Angeles Business Markets (2004-2006)

Drove strategic planning and delivery of IP, video, data, and voice services, including CPE and professional services, for 20-25 customers representing ~\$20M in annual revenue. Supported two account executives in sales growth and strengthened leadership role in sales support module.

- » Accountable for largest number of accounts branch-wide; key customers included CKE Restaurants, Mejico Express, La Curacao, La Opinion, Altour Travel, Korean Airlines, Aero California, 99 Cents Stores, and Scan Health Plan.
- » Delivered on 106% of new revenue quota for 2005/2006 and 107% of production attainment goals.
- » Produced \$2M+ in contract renewal revenue in 2006 with several key accounts, including Mejico Express.
- » Held key role in reversing negative perception of multiple clients, rebuilding client confidence in AT&T as demonstrated by contract renewals and add-on business.

Customer Service Manager • AT&T Enterprise Markets • Los Angeles Business Markets (2000-2004)

Oversaw all aspects of service relationship for 20 accounts valued at \$10M-\$20M in annual revenue, including installations, billing, maintenance, and overall account management related to voice/data services. Coordinated and tracked service add, move, change, and disconnect projects; created project plans and provided proactive monitoring of open orders to ensure on-time, high-quality completion. Built and nurtured strong alliances with customers and internal AT&T partners.

- » Outperformed all targets for accounts receivables, on-time performance, mean time to repair, and order interval.
- » Provided rapid resolution for billing issues, including achieving First Bill Reviewed record of 100%.

Marketing Specialist • AT&T Growth Markets • Los Angeles Business Markets (1999-2000)

Supported sales force in understanding and responding to customer needs within Southern California region. Produced customer profiles and sales leads, including working with AT&T Profit by Association Program to develop contacts.

- » Captured \$40K in recurring monthly revenue by leading IntraLATA Pic Project to secure new IntraLATA Voice Traffic.
- » Developed effective branch-wide Sales Blitz campaign in coordination with fulfillment group, enabling 400 signed Letters of Authorization for IntraLATA project.

Account Manager, Ethnic Accounts • AT&T Commercial Markets • Los Angeles Business Markets (1995-1999)

Recruited due to success as contractor for AT&T/Sprint project and cross-cultural expertise in Hispanic community. Prepared and delivered high-quality, customized presentations focused on targeted solution selling to key accounts. Identified and pursued business development opportunities. Drove customer outreach and relationship building through presence in community/external organizations and at AT&T-sponsored events. Mentored new account executives.

- » Attained 120% of new revenue objective, 200% of e-commerce sales goals, and 200% of unit objectives in 1999.
- » Achieved Master World Class Sales Leadership (WCSL) level, receiving Gold Club national recognition for two consecutive years (1996/1997).

- » Served on Branch Leadership Council and held role in creating training program focused on keys to successful targeted selling; presented course on effectively selling web hosting services (EW3s).

SALES STAFFERS INTERNATIONAL | Los Angeles, CA

1993-1995

Sales Manager / Project Coordinator

Devised sales strategies and handled monthly sales statistics reporting as contractor for AT&T and Sprint Project. Recruited and trained employees for customer relations. Coordinated educational and entertainment events.

Additional Experience – US & Mexico:

Founder • Managed full-service production company and studio serving burgeoning Latino market in Los Angeles.

Marketing Director & Producer • Steered marketing to build traction in Hispanic markets for Los Angeles medical clinic.

Production/Research • Contributed to creation of documentary and radio productions.

Producer/Production Coordinator/Assistant • Produced various series for adults and children for TV station in Mexico.

EDUCATION

Bachelor of Communications • Iberoamericana University | Mexico City, Mexico

Marketing, Film & Television Studies • UCLA Extension | Los Angeles, CA