



LISCAR BONILLA

COMMUNICATIONS
SPECIALIST, CUSTOMER &
BUSINESS CONSULTANT

PROFILE

I possess 10 years of multicultural professional experience in LATAM. I am preparing myself to start in the US market. I have worked in the public and private sector and developed my abilities for what I do most: *Make things happens.*

My career goals are focused on contribute to the improvement of the organization and cultivate an outstanding relationship with the clients. Open to relocate.

SKILLS

- Native spanish speaker
- Expert in Customer Service
- Entrepreneur personality
- Strong knowledge in Marketing and social media
- Creative, organized and goal-oriented.
- Excellente communications skills

REFERENCES

Attorey Katherine Rehan (1) 319-331-4275
General Counsel - Saathoff Law Group. Omaha, Nebraska.

Argenis Gomez (34)605-757076
Founder/ CEO Pragmagenia. Valencia, Spain.

VOLUTEERING & CERTIFICATIONS

- Member of Lions Club.
- Enroll in Facebook Social Media Marketing Professional Certificate.
- Certified lactation promoter by Europe Campus.
- Advanced Diploma in Human Rights.
- Member of Venezolanas Globales

GET IN TOUCH!

Cell: 312-8684801
email: liscarbonilla@gmail.com
Address: 2512 North Ashland. Chicago, IL.
@liscarbonilla

WORK HISTORY

Founder & Director. Ecuador - US

2017 -Present

AMALACTAR: Breastfeeding & maternal bound

- Design the business development strategy in LATAM and US Market
- Lead the global and North American social media marketing plan of @amalactar
- Manage and develop a portfolio of Key Accounts, new partnerships and alliances by establishing relationships with the private, public sector and medical industry.

Business Development Consultant.

Quito, Ecuador. 2017-2019

BIDELSA C.A. Lansinoh, Pigeon and Suavinex National Exclusive Distributor.

- Build and maintain relationships by engaging with partners and key customers, stakeholders and corporate clients based in health, maternal and baby care field.
- Accelerate customer adoption and customer satisfaction with the brands.
- Collaborate with leadership to develop strategic plans to maximize partnership and sales opportunities in the region.

Country Manager/ Customer Manager. Ecuador, Central America & Venezuela. 2014-2017

PRAGMAGENIA INTERNATIONAL. SaaS and Cloud company

- Legal representation of Pragmagenia in regulatory terms..
- Generate the strategy to serve public sector institutions, analyzing potential engagements to attend institutions in the private/government sector.
- High-stakes business development meetings with national government authorities and financial institutions to evaluate business opportunities
- Develop internal capabilities to participate in the public bidding for the National Plan of Automation of Procedures.

Division Chief of the Office of Taxpayer. Caracas, Venezuela. 2011-2014

Sucre Mayorship 2nd most important city hall in the country.

- Negotiate strategic alliances with the highest turnover taxpayers of the municipality.
- Designed and coordinated the communication and digital strategy taxpayer service and redesigning Call center's campaigns.
- Conceived and developed the information architecture of the Virtual Office.

Communication Specialist. Caracas, Venezuela. 2009-2011

IESA Business School. Ranked #8 in LATAM

- Write prolifically a variety of communications/content, such as news releases, media alerts, articles, thought leadership articles, and social media blogs.
- Monitor press and social media and proactively seeking PR opportunities to enhance the brand positioning.
- Co-lead the community relations strategy and event planning with organizations.
- Coordinates activities related to corporate giving efforts, employee philanthropic programs, and events

EDUCATION

Master in Public Administration (MPA)

IESA Business School. Caracas, Venezuela. 2009-2011.
Academic record: 4.42 /5

Advanced Degree in Political Communication & Management

Complutense of Madrid University. Madrid, Spain.

2007- 2008

Honorable mention of excellence
Professional Intenrship at Youth International Organization (OIJ)

Bachelor in Communications. Major in Journalism.

Catolica Andres Bello University. Guayana City. Venezuela. 2000-2005

Pioneering participation Harvard National Model United Nations (HNMUN) from 2002 to 2004. Boston, MA.