

Simone Galperin



PROFESSIONAL PROFILE

Creative and people-oriented professional with over 25 years of progressive experience in a wide range of roles and industry segments. A problem-solver combining client needs diagnosis, ingenuity and innovation with well-developed project management. Practical skills to support executives and drive team initiatives with attention to detail, collaboration, time awareness and accuracy. Experienced communicator, proactive, with strong coordination and organization, focused on improvement-oriented processes and procedures. Structured and easily adaptable to change. Motivated to drive team building, training, events, improvement ideas.

ACADEMIC BACKGROUND

⊕ Communications & Marketing Advisory and Management Graduate Degree

Digital & New Era communications and marketing techniques, focusing on Fast-Pace Information, Metrics, Planning, Storytelling, Audience Engagement, SEO and Social Media.

⊕ Marketing Management Graduate Degree

Emphasis on innovation opportunities for the future market, capturing customer needs and experiences through surveys and personalized action plans.

⊕ Bilingual Executive Advisory Bachelor's Degree

CERTIFICATES

Understanding the Brain: Using Neuroscience to Deliver Better Business Results, ⊕

Wharton Executive Education | University of Pennsylvania

Communications Black Belt Professional & Partner, IHT | Gartner ⊕

Proficiency in communication for results techniques towards leaders and team formation. (Sweden)

Operational Development Consultant, AB Volvo University ⊕

Full preparation to manage, create, prepare, implement and train leaders in people development through communications and processes techniques. (USA)

English Argumentation and Presentation Techniques, AB Volvo University ⊕

ISO Standards Auditor Leader Certification and Lean / Manufacturing Systems Instructor, ATSG and AB Volvo University ⊕

Global Business Administration em Supply Chain Management, ISAE & FGV ⊕

Project and Process Management, ESPM & FDC ⊕

Training to manage corporate projects and to coach the methodology, according to PMBOK/PMI.

LANGUAGES AND SKILLS

HOW TO CONTACT ME

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Native Portuguese | Fluent English and Spanish.

Microsoft Office (advanced Word | Excel | Powerpoint)

Microsoft Outlook & Microsoft Teams, Violin, SAP,

EBD (key user), Adobe Creative Cloud, Canva,

Photo & Video edition apps, AI applications enthusiast.

Curious and with rapid absorption/learning of new languages, areas and technologies.

RELEVANT PROFESSIONAL ACHIEVEMENTS

PROEX VENTURE

- _Head of the Operations Office Ensuring execution of the project completion line.
- _Design of the Customer Journey with Processes and Procedures implementing throughout the organization.
- _Improvements in product communication, analyzing target audience expectations and desired results.
- _Productivity data collection, metrics and plans to enhance customer experience with communications techniques.

PRATEAC UNCOMPLICATED TEAS

- _Experiencing entrepreneurship, designing and operating of a digital venture dedicated to Camellia Sinensis/Tea.
- _Branding, Social Media, Web site, Supply Chain development, Photo&Video production, Sales Campaigns.
- _Deep specialization in the product through learning from international traditional producers and innovative markets enhancing product development and logistics.

MADEIRA MADEIRA

- _Executive Advisory to the C-Suite (four executives), interacting with clients, stakeholders, management teams, suppliers. Events, meetings, organizational coordination.

VOLVO DO BRASIL

- _Head of Internal Communication for Service Market Logistics South America (Brazil|Argentina|Chile|Peru|Colombia), interacting and participating in initiatives with NA, APAC, EMEA and Sweden.
- _Organizational strategy, culture/purpose alignment, coaching, facilitating, creating & delivering training at all levels.
- _Cultural understanding, interpretation and segmentation of campaigns with direction and support for lectures, announcements, speeches.
- _Storytelling, Design and Copywriting for digital and traditional channels, managing corporate TV, social media, internal newsletters through production, coordination and complete coverage of events with images and video production.
- _Process Improvements using active participation in Customer Satisfaction Surveys (Dealership network).
- _Measurable deliveries with positive results and high engagement, supporting executives towards business growth.
- _Lean Culture practitioner, ISO Auditor, main contact for onboardings and systems implementations.
- _Executive Advisory to Service Market Logistics and Transport Operations Vice Presidents (four executives).

TELEFÔNICA | VIVO

- _I created new work processes and methodologies, facilitating the performance of professionals in the regions through digital communication.
- _Pioneer in training and engaging teams in the use of social media and best communication practices with the client.
- _Executive Advisory to the Regional Commercial Director (two executives).

NOSSA SAÚDE

- _I designed and applied development systems for all employees in creating projects and also for proactivity in customer service processes.

INNOVA ELETRÔNICA EMBARCADA

- _Administrative, Commercial, Marketing and After Sales Management of a family business.
- _I generated processes with automated methodologies, professionalizing the company's image and the relationship with business partners.
- _Production and implementation of communication and marketing campaigns, as well as events focused on branding and customer experience using products.

TELECOM ITALIA MOBILE

- _Due to my knowledge of the brand, teams and internal processes, I was promoted to act as direct contact for the portfolio's A clientele, representing the company president in customer experience services.
- _I actively participated in the creation of a branch of the company in the Brazilian capital, Brasília, for government relations and territorial expansion of the business.
- _Promoted to the Human and Operational Development area, I actively participated in the development of a platform to house the company's strategic objectives and its actions, in addition to training teams in Project Management.
- _Implemented new processes to streamline team activities, allowing greater focus on innovations for the customer.
- _Executive advisor to the Latin America's Marketing Director.

SIEMENS Tangram/SAP Project

- _Executive advisor to the Project Director and a team of expatriate technology professionals from Germany, Austria and Turkey. Communications facilitator and organizational coordinator between project leaders and local management team.