



# JOSELYN MORALES

SENIOR BUSINESS AGENT

## My employment

### Commercial Agent

Industrial Molinera S.A. | 2019 - Actualidad

A multinational company dedicated to produce mass consumer products to local and international brands. As a sales executive, my responsibilities included developing sales strategies, overseeing products in retail stores, acquiring new clients, collaborating with the team to create marketing plans, and preparing budgets.

### General Manager - Founder

iCommunity S.A. | 2019- Actualidad

We founded iCommunity with the purpose of becoming the first agency specialized in customer experiences. Today, we offer scent marketing services, and as the Manager, my responsibility is to position the brand in the country.

### Founding Partner

Lawa Mex. | 2020 - 2024

The first Ecuadorian restaurant in Mexico, beyond being the investing partner. My role encompassed public relations, marketing, and implementing commercial strategies.

### Commercial Agent

Buggatti. | 2016 - 2019

Buggatti is a men's boutique positioned in the country for exclusive clients, selling mainly elegant clothing of Italian origin. Founded by Italians in 1994 and now with 30 years in the market, it is a reference throughout Latin America.

## Academic background

### Universidad Ecotec | Guayaquil, Ecuador. 2017

Bachelor in Communication and Marketing / 2 years

### Universidad Anahuac | México 2023

Diploma in Strategic Marketing / Completed

## ABOUT ME

Naturally entrepreneur, I consider myself a leader fully adaptable to market changes. I am empathetic, quick in problem-solving, and skilled at identifying business opportunities and developing effective commercial strategies.

## CONTACT



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## MORE INFORMATION

- Driver's license.
- Own vehicle.
- Own House
- Full availability.