Ivan Dario Villa

Tempe, AZ

[idariovilla@gmail.com](mailto:idariovilla@gmail.com)

678-516-3913

**Skills**

Bilingual (Spanish) SalesForce.com Adobe Illustrator Adobe Photoshop InDesign Excel

Salient Interactive (Margin Miner) Microsoft Lync SalesForce Administrator Microstrategy Workbench Dataloader Access

Basecamp SharePoint

**Key Qualifications**

* In-depth knowledge of the Salesforce.com platform for reporting and administration
* Facilitate complex communication effectively to upper management and sales team
* Highly proficient in spoken and written Spanish, with a global mindset and multicultural background
* Outstanding organizational skills and systems creation to maintain optimal performance within proposed deadlines
* Oversee concepts from perception to reality, catering to a strong business model with an eye for detail

**Professional Experience**

**Bimbo Bakeries USA | Sara Lee, Thomas’, Oroweat, Entenmann’s, etc**

**Project Manager | DSD Excellence Administrator**

January 2013 - December 2016

* Administrated and co-created the processes and procedures for the maintenance and development of the Salesforce mobile application with a hybrid Agile environment, growing our sales steadily by 5% each month on net units in the two test markets of the full program rollout over the course of 6 months
* Calculated an ROI of $135m in profit, by the finance director, after a full national rollout of the Salesforce based application, and a possible expansion to the international markets
* Built KPI dashboards and edit the mobile platform based off of our data warehouse and SalesForce.com information
* Created the documents to train future admins for a national roll out
* Increased market penetration by 200% by establishing the standardized process of the mobile application use for our pilot team within a year of use
* Produced the Business requirements for the UXI team developing the mobile application
* Co-engineered the user interface and data flow algorithm for the mock-up of the sales execution application for a mobile platform
* Lead training sessions for hundreds of end users on the following: Excel, PowerPoint, SharePoint, Salient Interactive, and other skills
* Developed the trade calendar for 8 grocery accounts while maintaining a 3% error rate forecasting weekly sales on an annual calendar

**Young Hearted Socks**

**Marketing and Design**

August 2012 - Present

* Fashion consultant for marketing campaigns, advising on over 10 projects over four years
* Co-designer for product line and coordinator of collaborative projects with other organizations
* Sales analyst and pricing consultant, observing current market trends and employing sound business acumen
* Editor in Chief of contractual agreements for collaborative works with third party companies
* Lead generation for private label, collaborative work, or brand spacing for online and offline retail
* Assist with new product development to expand our line and segments
* Target our products for B2B and B2C outlets and build relationships nationally and internationally

**Volunteer Experience**

**Prospanica (National Society of Hispanic MBAs) - DFW**

**VP of Marketing**

November 2014 - December 2016

* Project coordinator and marketing lead, working with the Information Officer, Membership and Event Project Lead to execute designs for chapter communications
* Created and design engaging marketing material to promote monthly chapter events: flyers, logos, and material for e-mail newsletters, increasing event attendance 15%
* Collaborated with Information Officer to maximize social media and e-mail opportunities, improving engagement

**Education**

Kennesaw State University

Bachelor of Fine Arts 2012

Drawing and Painting Concentration