CARLOS STORMS

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CURIOUS - OUTSPOKEN - ANAYLITICAL

RUNNNING WEEKEND WARRIOR

MULTIMEDIA PROJECT OFFICER
BANISTMO S.A. PANAMÁ CITY, PANAMÁ — 2021-PRESENT

Design, plan and excecute a communications plan for the implementation of Proyecto de Transformación, a company-wide upgrade of baking systems. Tasks go from developing and planning to excecution of events, design of training materials, written, graphic and video content, as well as tracking metrics for performance. All under Project Management Agile methodology.

MARKETING AND STORE DESIGNER,
NEOSIGN DISEÑO + COMUNICACIÓN VISUAL S.A.
PANAMÁ CITY, PANAMÁ — 2013-2021

Develop, practice and execute commercial business strategies to drive sales of retail and signage for in-store projects, including budget guidance and design concepts for retail spaces, providing customer advisory on materials, design choices, and visual digital and retail marketing communications.

LEVEL 3 EXPERT - WRITTEN AND VIDEO REVIEWER - RUNREPEAT.COM
PANAMÁ CITY, PANAMÁ — 2013-PRESENT

Running shoes and apparel reviewer for both written and video reviews, currently holding a Level 3 Experience, mainly writting, video editing, infographics, shooting and producing video content for runrepat.com and YouTube.

MARKETING OPERATIONS MANAGER, EVENSEG SECURE SOLUTIONS
CARACAS, VENEZUELA — 2012-2013

To secure operational compliance of company procedures from personnel oversight, technical training and resource optimization. Providing marketing teams with content management and graphic design of technical training materials for web portals.

BUSINESS DEVELOPMENT & CUSTOMER TRAINING MANAGER
CARACAS, VENEZUELA — 2010-2012

Leading Business Intelligence efforts through the practice of analysis of sales databases and customer data. Also prioritizing user input in terms of UI, functionality and features to implement to SAAS infrastructures. Marketing Training and Education materials developed to sales teams.

TRADE MARKETING SPECIALIST DIRECT CHANNEL
SHELL LUBRICANTS
CARACAS, VENEZUELA — 2007-2010

Implementation of the Global Consumers Lubricants Strategy regarding Direct Premium Retail Channels and policies such as OEMs and Franchised Workshops (Car dealers, Quick Oil Change Franchises) in Venezuela, Colombia, Perú and México.
Developing strategies of store activation, signage development, retail and in-store marketing and communicacionts to attain and retain Big Account as well as premium service centers.
Development of posters, merchandise.

ACCOMPLISHMENTS

2022 “Reconocernos” Excellence Award to my team.
Succesful roll-out of the first Release of the project, training, motivating and enrolling 1500 employees nationwide.

ACCOMPLISHMENTS

General billing growth of 150% in 3 years.
Concept development and design, brand management and in-store activation of retail chains such as Mrs Fields and Ferretti in Panamá. implementation guidelines devel+ oped for Colombian expansion.

ACCOMPLISHMENTS

Best Video of the Month - September 2019 and Top 20 Runner-Up Written review in September 2019 and March 2020.
Over 22.000 YouTube visits to date.

ACCOMPLISHMENTS

Design, user training and certification for the Implementation of a custom made SaaS company-wide Management Software.
Fulfillment of Operative orders over 98% with Excellent levels of customer satisfaction.
Creation of an internal Newsletter.

ACCOMPLISHMENTS

Oversight on the training and implementa+ tion of SaaS version 4.0 of the platform www.enpartes.com in Venezuela, República Dominicana, and Ecuador.

ACCOMPLISHMENTS

Implementation of the Ferrari Brand in Ferrari’s 50th Anniversary Tour.
Relations with Macro and local distributors in sales, marketing and training, train-the-train+ ers and Distributor National Meetings.
To Produce Graphic Design, Photography and Training Materials for press and in-store implementations

SKILLS

- Agile and Waterfall Project Management Experience.

- Experience in the development of visibility elements, signage, large format printing.

-Experienced instore activation, store design, retail pathway design.

.Intermediate use of MS Office suite.

-Advanced user of Adobe Suite, video editing and graphic design for data visualization.

- Avid reader and proficient speaker in English and Spanish.

- Curious and willing to seek knowledge.

- Fast Learner and innovative creator.

- Excellent speaking and writing manners.

- Skilled in Digital Photography, Graphic Design, Audio editing and Advanced knowlegde in computers, both in Windows and Mac OS.

- Basic Web Design and HTML / CSS.

EDUCATION

PROJECT MANAGEMENT CERTIFICATION
GOOGLE - COURSERA
May 2021

UNIVERSIDAD LATINA DE PANAMÁ
Master in Advertising and Marketing — 2016 - Graduated with Honors

UNIVERSIDAD DEL ZULIA
Bachelor in Social Communications, Advertising —
1999 - 2004
IESA Project Management Program —
2008-2008

UNIVERSIDAD CATÓLICA ANDRÉS BELLO
UCAB
Ecommerce and Internet

GOOGLE - THE DIGITAL GARAGE
Online Marketing Fundamentals Certification

VOLUNTEER EXPERIENCE

VIDEO DICCIONARIO DE SEÑAS DE VENEZUELA
Neoessentia 2009 - 2009 - Colaboración en la producción y documentación del primer Videodiccionario de Señas hecho en Venezuela y participante del Tomo #2

RUNNING GUIDE - ACHILLES FOUNDATION
Asisting in running with a blind runner as a guide in training and competition

WE RUN PANAMA
Organization of Virtual Running Races in Panamá during the pandemic.

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