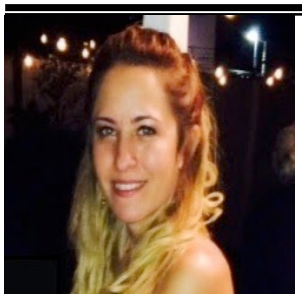
Leticia Mordkovitch



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Date of birth: 02/11/1982
Nationality: Argentina
ID Number. 29.392.495

About me

I am BA in Communication Sciences, Major in Public Opinion and Advertising graduated from the University of Buenos Aires with a Master in Marketing and Communications at the University of San Andres.
Experience in advertising and marketing of IT and telecommunications products and development of new businesses. High capacity for analysis, with inclination to learning and teamwork, ability to work under pressure and lead working groups with responsibility and commitment to the goals.

Specialties: Business Strategy, Product Management, Digital Media Strategy, Content Development, Innovation, Strategy & Planning, Negotiations, Advertising and Media Agency Management

Professional Experience

Equifax, March 2017 to present

Product Manager for Argentina, Paraguay & Uruguay - SME

- Market analysis and regulatory framework in financial products and credit risk
- Define Business Cases to develop new products to meet customer´s needs.
- Coordination in the development of products and services - pivot between the business and technology areas.
- Lead, define and execute projects to launch new products according to the needs of the region.
- Ensure the profitability of products in the region.
- Encourage the adoption of products developed in the cluster by other regions (US, Asia and Europe)
- Monitor the evolution of sales to ensure compliance with the forecast with a short and long term demand analysis, ensuring the provision of services.
- Training of Commercial Team & Customer Support.
- Presentation of new solutions in events with clients.

Claro, March 2015 to March 2017

Product Manager for Argentina, Paraguay & Uruguay

- Strategic definition of the business, KPIs and development of Massive Consumer & SMB solutions.
- Launched Data Products and managed the development of innovating VAS solutions (Clarovideo, Claromúsica, Claroviajes, Claro Apps)
- Increase ARPU with Value-added Services (VAS).
- Defined branding and executed communication plan
- Marketing research on consumer insights and behaviors to develop new products for Internet Mobile and IoT solutions.

CMD – Clarín Global , April 2014 to March 2015

Head of Product Marketing - SMB

- Strategic definition of the business and SMB product development
- Project Management – Innovation and branding
- Coordinate market research and analysis of new business opportunities
- Develop and ensure Business Plan execution
- Defined branding and executed communication plan (advertising and media planning)
- Forecast revenues of SMB unit
- PR and partnerships: Premier SMB Partnership with Google
- Attended PSP Google Summit – Advertising Products for SMB – in Google HQ, Mountain View, California (Dec, 2014)

Telefonica de Argentina S.A., May 2011 to April 2014

Product Manager - SMB

- Define the product strategy of innovative services for SMB segment.
- Development of new businesses
- Run beta and pilot programs with new products – agile methodologies.
- Develop brand positioning and communication for the product
- Set pricing and forecast
- Propose budget
- Brief and train the sales force
- PR and partnerships: Premier SMB Partnership with Google
- 2013 Premier SMB Partner Award (Dec, 2013 – Google Summit, Advertising for SMB in Google HQ, Mountain View, California)

Telefonica de Argentina S.A., December 2007 to May 2011

Sr. Communications Analyst

- Responsible for the online marketing and advertising campaigns.
- Social Media Manager of Telefonica Negocios´ Youtube Brand Channel and Facebook Fan Page (Those sites changed into Movistar Negocios Argentina).
- Develop and define the online strategy, content and customer service of Telefonica Negocios website and networks.
- Track email campaigns and measure performance with Google Analytics.
- Develop SEO and SEM campaigns with the media agency and analysis of their performance.
- Develop content and design of micro sites for telecommunication products such as IP telephony services, web hosting, collocation.
- Coordinate agencies, publishers and media (Mixtion; DDB Argentina and Minsdhare) in order to launch advertising campaigns and other branding projects.
- Manage projects from conception through delivery, including budget plan compliance, scheduling and project team management.
- Lead projects involving organizational communication, consumer motivation and features of advanced media.
- Ensured that planned tasks for an event were carried through to completion
- Quantitative and Quality Research in Communications

Initiative Media, January 2007 to December 2007

Senior Media Planner for Unilever

- Audience analysis and research of consumer insights.
- Responsible for the media planning strategy.
- Developed media mix and purchased media.
- Ensured that advertising campaigns reach the target as effectively as possible, optimizing the budget.
- Post campaign analysis.
- Coordinated and leaded media assistants.
- Research and analysis of SOV and share of market.
- Set up a good relationship with traders and consumers through different ways of media advertising and marketing.
- Worked with creative agencies and media.
- Excellent communication skills and problem solving capabilities.
- Held ongoing supervision for the competitor's brands.

Accounts: Unilever Food: Knorr, Cica, Hellmann´s, Savora, Ketchup, Ades, Maizena; Lipton.

Starcom Mediavest Group, January 2006 to January 2007

Media Planner

- Implementation and monitoring of advertising campaigns – ATL and online (Terra, Yahoo).
- Tracked the performance of each advertising campaign.
- Held ongoing supervision for the competitor´s brand.
- Assisted with presentation preparation and reporting tools.

Accounts: Banco Provincia, Provincia Seguros, Multicanal, Cablevisión, Flash y Fibertel.

OMD Argentina, May 2005 to January 2006

Media Planner Assistant

- Implementation of ATL advertising campaigns.
- Tracking and monitoring of campaigns and post analysis.
- Research
- Assisted with presentation preparation and reporting tools.

Accounts: Clorox Argentina (Ayudín, Trenet, Poett, Mortimer, Pinoluz), **Esso, Siemens**.

Formal Education

2018 - 2019 **Master in Business Administration (MBA)**
Universidad de San Andrés (UDESA)
Buenos Aires, Argentina

2011 - 2013 **Master in Marketing and Communications**
Universidad de San Andrés (UDESA)
Buenos Aires, Argentina

2009 – 2009 **Business Administration Program**
ESADE Business School
Buenos Aires, Argentina

2000 – 2007 **BA in Communication Science**
Universidad de Buenos Aires
Buenos Aires, Argentina
Graduated with Honors

2000 – 2002 **English Teacher as a second language**
Instituto Joaquín V. González
Buenos Aires, Argentina

Background

2017 - 2018 **Lean Six Sigma - Green Belt**
Equifax

2008 – 2009 **Office Suite**
Telefónica de Argentina.

2006 – 2009 **Media Tools:** TV Data, Radio Reporte, Smape, IVC, Ad Media, TGI, Comscore, IBOPE, Facebook, Google (SEM)

2005 – 2006 **Frencha. Basic Level**
Centro Universitario de Idiomas

1991 - 2000 **English. Proficiency**
Academia Cultural Inglesa Devoto.

English Certificates

2000 **Certificate in Advanced English (CAE)**
University of Cambridge.

1998 **First Certificate in English (FCE)**
University of Cambridge.

Internactional Courses

2000 **Advanced English.**
St. Giles Language School. London, England

1997 **English Summer Course**
Alexander´s International School. Woodbridge, England.