

## RESUME



### OBJECTIVE

Motivated

Enthusiastic

Positive  
Leadership

**Nestor Frily Moya Alvarado**

ID 2611 22975 0501

### EXPERIENCE

**Regional Sales Manager | Grupo Hame Olmeca Regia / Region Oriente y Sur Occidente | October 2022 – August 2023**

Manage the sales team, including supervisors, sales representatives, and trade personnel.

Develop annual sales budgets and forecasts to ensure optimal stock levels.

Achieve key performance indicators (KPIs) and provide regular progress updates to the Director of Sales.

Analyze and restructure routes to meet customer needs.

Identify and acquire new customers while maintaining existing client relationships.

Present weekly and monthly reports to the senior management team.

Coordinate logistics for efficient product delivery.

Generate action plans to address business needs and drive growth.

**Sales Manager (Wholesale, Institutional, and Co-Distributors) | Alimentos Ideal S.A. (IDEALSA) | Dec 2020 – Sep 2022**

Coordinated and supervised the sales team, ensuring adherence to KPIs.

Analyzed and restructured routes, optimizing coverage and growth.

Managed logistics and stock availability to support different sales channels.

Directed supervisors in the retail channel, implementing strategies to promote focus products.

Developed action plans based on metric variations, conducted training sessions, and presented weekly reports.

Ensured business growth and profitability while complying with company policies.

### ADDRESS

Sector 3 Residencial Valle de Las Flores,  
Guatemala



njv2461@gmail.com



31689649



Married



Driver`s  
License B

**SALES SUPERVISOR | PIO LINDO | February 2020  
– December 2020**

Coordinated and supervised the sales team, ensuring their adherence to KPIs.

Provided guidance and support to the administrative staff.

Analyzed and restructured sales routes, assigning territories for improved efficiency.

Implemented pre-sales strategies in out-of-town routes, monitoring logistics and delivery processes.

Ensured the functionality of different sales channels, including Modern Trade and Institutional channels.

Developed and executed a focused product strategy to maximize sales and achieve KPI targets.

Complied with internal policies and generated action plans to address business needs.

Conducted training sessions and presented weekly reports to track performance.

Monitored the customer portfolio, projected sales, and worked towards maximizing profitability for the company.

Please note that I have condensed the information and highlighted the key responsibilities and achievements. Feel free to adjust and modify the description as needed.

**Sales Coordinator | INLACSA | August 2019 –  
January 2020**

Managed agencies, supervisors, sales representatives, and administrative staff.

Analyzed and restructured sales routes, assigning territories for improved efficiency.

Implemented pre-sales strategies in out-of-town routes, ensuring smooth logistics and delivery.

Monitored key sales routes and channels, ensuring the achievement of KPIs.

Complied with internal policies and generated action plans to drive profitability.

Conducted trainings, presented weekly reports, and managed customer portfolios to maximize business profitability.

## EDUCACIÓN

**Universidad Santa Isabel I – ENEB-**

**I**  
MBA Business Administration.

**Universidad de San Carlos de  
Guatemala –USAC-** Business  
Administration Degree

**Midle School**  
Business Administration.

**Santa Ana High School, E.E.U.U**  
High School

## **Sales Manager South West| Coca-Cola | December 2013 – June 2019**

Led a sales team, analyzing the functionality of various sales channels, including traditional and modern trade.

Ensured the achievement of KPIs by implementing effective sales strategies.

Managed logistics, tracked customer portfolios, projected sales, and monitored expenditure to maintain optimal pricing.

Analyzed offers for traditional, wholesale, and chain customers (e.g., Walmart, Unisuper, Hotels, Restaurants).

Generated action plans, conducted trainings, and presented weekly reports to monitor performance across different indicators of the company

## **Regional Sales Supervisor MIPYME | BANK OF ANTIGUA SCOTIABANK | Diciembre 2012 – Diciembre 2013**

Supervised assigned agencies and sales representatives, focusing on micro, small, and medium-sized businesses (MIPYME).

Analyzed the functionality of MIPYME businesses by conducting cost analysis and estimating business volumes based on their financial statements.

Approved loan amounts for businesses, considering the corresponding financial analyses and adhering to internal policies.

Managed the distribution logistics of both owned and inherited portfolios with the assigned staff.

Collaborated with FUNDEA (Agricultural Business Development Fund) to provide support and follow-up on agricultural loans, coordinating training sessions for farmers on irrigation systems, crop management, and the purchase of moisture-retention additives and appropriate fertilizers.

Monitored portfolio performance, ensuring timely payments and addressing cases of delinquency.

Projected sales, expenses, and financial operations related to MIPYME businesses.

## **SKILLS**

### **SISTEMS LIKE**

SAP

AS 400 Y SAPVW

AS 400

Micros

AURORA

PHYTON (Beginner)

C++

PHP

SQL

Customer Service

Technical Troubleshooting

Problem-Solving

Communication

Collaboration

Customer Satisfaction

Windows, Office. C++, QSL

### **USAC**

- Diploma in Pharmacology Fundamentals and Rational Use of Medications.
- • Diploma for the Continuing Education Course for Pharmacy Assistants.
- • Certificate in Industrial Safety (Focused on OHSAS 18001 Standards).
- • Diploma in Techniques to Improve Workers' Productivity.
- Diploma " Enhance Your Sales Opportunities " from the Association of Managers of Guatemala
- • Diploma " Efficient Inventory Management " from IGSS-FUNDES
- • Diploma from Dale Carnegie Training

## **ALLIED GLOBAL/CALL CENTER**

- **Customer Service Representative**

Initiated my career as a Customer Service Representative, rapidly advancing to a Technical Customer Service Representative role.

Managed a high-volume account focused on telephone services for Tracfone, serving prominent telecom companies including Bellsouth, Verizon, AT&T, and T-Mobile.

Provided prompt and accurate solutions to customer inquiries and concerns, ensuring a high level of customer satisfaction.

- **Technical Customer Service Representative**

Demonstrated exceptional problem-solving skills by troubleshooting complex technical issues related to telecom services.

Assisted customers with device configurations and collaborated with technical teams to deliver timely resolutions.

Consistently delivered assertive and effective solutions, maintaining a reputation for technical expertise.