

Viviane Brisk

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Professional Summary

Sales and Commercial Leader with over 10 years of experience leading strategic market expansion, key account management, and business development initiatives across retail, consumer goods, hospitality, and technology sectors. Proven track record in driving revenue growth, optimizing sales funnels, and implementing innovative marketing strategies. Skilled in team leadership, performance analysis, and building long-term client partnerships. Advanced proficiency in SAP, Salesforce, and MS Office.

Core Competencies

- Strategic Sales Planning
- Key Account Management
- Business Development
- Market Analysis & Expansion
- Team Leadership & Coaching
- Client Relationship Management
- Performance Metrics & KPI Analysis
- Marketing Strategy Development
- Negotiation & Contract Management
- CRM & ERP Systems (Salesforce, SAP)

Professional Experience

Coca-Cola FEMSA – Sales Coordinator (jun 2022 – dec 2025)

Lead strategic initiatives to expand market presence and manage key accounts, ensuring profitable partnerships and long-term growth.

Develop sales funnels, marketing plans, and consumption assessments to increase sales performance.

Conduct market research to identify trends, evaluate project feasibility, and structure new business opportunities.

Oversee operational compliance with legal, accounting, fiscal, and ethical standards.

Lead and coach the sales team to enhance performance and achieve business objectives.

Coca-Cola FEMSA – Merchandising Supervisor (Jul 2021 – Jun 2022)

- Managed merchandising strategies for retail outlets, from brand positioning to customer journey analysis.

- Oversaw store openings, maintenance, and brand expansion projects.

- Directed stock management, pricing strategies, and marketing action plans to boost market share.

Distribuidora Joale – Sales Consultant (Jun 2020 – Jul 2021)

- Prospected and acquired new clients, provided consultative sales services, and fostered long-term customer loyalty.

Author – Sales Consultant (Feb 2019 – Nov 2019)

Managed strategic accounts and implemented inside sales projects to monitor performance and improve service quality.

Brought major clients to the platform, including Coca-Cola, P&G, and Ambev.

Academia Corpus Sport – Commercial Manager (Dec 2017 – Dec 2018)

Directed sales strategies, product development, and marketing initiatives to generate new business opportunities.

Managed financial processes, cost control, and team performance.

Academia Gustavo Borges – Business Manager (Dec 2015 – Dec 2016)

Led a multidisciplinary team, coordinated training and performance monitoring.

Managed supplier relationships, marketing campaigns, and operational/financial processes.

iFood.com – Executive Sales (Aug 2013 – Jun 2015)

Managed a large portfolio of business partners, developing strategic expansion projects and KPIs tracking systems.

Brought the top and most renowned restaurant brands in the city to the platform, strengthening market presence.

Led team training, coaching, and process optimization for sales operations.

Shopping das Franquias – Commercial Manager (Sep 2012 – Jun 2013)

Oversaw all commercial operations, including franchise candidate prospecting, financial and legal analysis, and evaluation and approval of commercial locations.

Managed expansion projects and partner selection, ensuring alignment with business strategy.

Organized marketing events and coordinated operational documentation for new business openings.

Education

Master's in Technology with a concentration in Digital Marketing - expected 2027.

Postgraduate Certificate in Environmental Education – IBPEX, 2005

Bachelor's in Tourism & Hospitality – UNIVALI, 2003

Certifications & Training

- Sales Coaching – LinkedIn Learning

- Powerful Questioning for Sales – LinkedIn Learning

- Improving Employee Performance – LinkedIn Learning

- Managing Client Expectations – LinkedIn Learning

Technical Skills

SAP | Salesforce | Microsoft Office Suite | Galileo | Amadeus | Sabre

Languages

English – Advanced

Spanish – Intermediate