



COCO GUERIN

CONTACT

- ☎ 504-344-7320
- ✉ COCO@COCOLIKECHANEL.COM
- 🌐 www.linkedin.com/in/cocoguerin
- 🌐 WWW.COCOLIKECHANEL.COM
- 📍 SAN DIEGO, CA

PROFILE

Outstanding multilingual communicator with the ability to create sales and marketing materials that convey value for both clients and end users.

International product/account management expertise across the solution life cycle from design to launch.

Exceptional sales skills with demonstrated ability to grow revenues and share. Innovative design expertise including product and solution design, logo design, and customer facing materials.

SKILLS

- New Business Development Territory Expansion
- Executive Presentations
- Competitive Market Positioning
- Account Management
- Client Needs Assessment
- Consultative Solution Sales
- Sales and Pricing Strategy
- Contract Negotiation
- Business Management
- New Business Development Territory Expansion
- Executive Presentations
- Proficient in Spanish & German

EDUCATION

Master of Business Administrations, MBA

Tulane University -2014

Bachelor Science Communication

Emerson College - 2010

Cultural Communication

Saint Louis University Madrid, Spain 2006- 2008

PROFESSIONAL

Partner Business Manager

HP Inc. // San Diego, CA // 2018 - Present

Responsible for a \$263M annual quota in supplies for independent and big box resellers. Manages distribution and 3rd party resellers.

- Achieved highest departmental YoY sales growth finishing FY22 at 123%
- Built strong relationships with partners/resellers
- Create quarterly business plans with partners drive success
- Managed end-customer renewal funnel with 98% retention
- Increased share YoY 6% and revenue by \$700k
- Achieved or exceeded revenue and share goals for 20 consecutive quarters

Product Marketing Manager

HP Inc. // San Diego // 2014 - 2018

Responsible for managing the development of a new global Supplies SKU strategy, responding to marketing and regional customer feedback, and using analytics to optimize portfolio ROI.

- Define, plan, communicate and execute key milestones to partners and stakeholders
- Collaborated with R&D to ensure the successful completion of the testing cycle for quality assurance
- Conducted customer testing to identify areas of opportunity and develop elegant solutions to address needs
- Collaborated cross-functionally with hardware to ensure a congruent value proposition and outward facing marketing strategy to achieve a positive overall system GM

Program Manager/ Project Manager

HP Inc. // San Diego // 2016 - 2017

Responsible for the successful global launch of a portfolio of accessories to support new photo-lifestyle products.

- Reduced global life cycle from procurement to packaging to launch from 12 to 5 months
- Gained alignment across the Americas, Europe, Africa, Middle-East and Asia Pacific on all financials, schedule, design and logistics for the product portfolio
- Developed strategies that grew unit revenues
- Identified new opportunities for HP to expand into new business verticals and untapped markets/demographics
- Successfully launched the accessories portfolio worldwide while executing regional specific solutions

COCO GUERIN

SKILLS

Adobe Photoshop

Adobe InDesign

Microsoft Office

Social Marketing

Web Design

Email Marketing

AWARDS

BIG DATA AWARD - HP

Developed a new way of analyzing data to project customer behavior and predict financial implications of alternate print features for new product introductions.

INNOVATION AWARD - HP

Won innovation showcase challenge within HP for social media platform proposal "Ink Your Reality".

INTERESTS

- Cooking
- Traveling
- Painting/illustrations
- Guitar
- Language
- Yoga (certified instructor)
- Writing
- Hiking
- My three wonderful dogs
- Salsa Dancing
- Singing

MORE EXPERIENCE

Graphic Designer/Producer/Writer

CocoLikeChanel // San Diego, CA // 2018 - Present

Podcast, TEA with Coco, lifestyle blogger, CocoLikeChanel, wrote, illustrated, and published three books.

- Designed website; managed social media, Podcast production, design creation, and content
- Actively built engagements and followers through social media, blogging, and podcasting
- Utilized knowledge of Adobe Suite and online commerce platforms to illustrate, write, design layout, and record audiobook for first publication with Amazon and Audible
- Designed layout, logos, and original artwork for use in Podcast and online customer correspondence. Drove high engagement while adhering to strict Apple podcast and Spotify guidelines

Editor in Chief/Publisher

Natural Awakenings // New Orleans, LA // 2014 - 2018

Responsible for overseeing all editorial, account management, design, and production of a monthly health and wellness magazine.

- Developed strong skills in ad design, layout, writing, and sales
- Worked with Photoshop, InDesign, and Illustrator to design ads and layout monthly magazine
- Manage a staff of 6 collaborators to consistently deliver monthly production including printing and distribution
- Managed investments, P&L statements, and growth strategy for the publication
- Developed and maintained strong relationships with local businesses and advertisers

Innovation Team Manager

HP Inc. // San Diego, CA // 2015 - 2016

Responsible for partnering with designers, engineers, and product managers to investigate future innovation endeavours for HP Inc. to drive new business development.

- Lead research that drove investment areas to grow revenue
- Instrumental in developing future product portfolio solutions to drive a new generation of opportunities for HP Inc. in adjacent industries
- Demonstrated initiative and creativity with customer facing materials for Consumer Electronics Show (CES)



www.linkedin.com/in/cocoguerin



[@cocolikechanel](https://www.instagram.com/cocolikechanel)



TEA WITH COCO