

VIVIAN HERNÁNDEZ

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Based in Bogotá · Italian working permit

5+ years driving e-commerce and digital marketing strategies

PROFILE

International marketer and e-commerce strategist with experience across Colombia, the USA and Italy. I scale brands' digital presence — building lead-generation engines, launching marketplaces, and producing campaigns for FMCG, retail, automotive, FinTech and wellness brands. My obsession: scale brands' digital presence with the most competitive tools.

EXPERIENCE

Phelon & Moore

International Marketing Coordinator · 2024 – 2025 · Turin

Architecting a premium motorcycle brand from zero across Europe and LATAM.

- Rolled out phelonandmoore.com in 4 languages and framed the lead-generation engine.
- Defined paid media strategy across Google, Meta and LinkedIn Ads + B2B/B2C CRM flows.
- Built KPI dashboards and monthly C-suite reports; launched on-site news blog.
- Produced in-person showcase at Auto Prestige 2025 in France.

Mondelēz

E-Commerce Specialist · 2021 – 2023 · Bogotá

Scaled e-com revenue share 3% → 7% (+133%) across Oreo, Trident, Halls & Club Social.

- Designed the Trident × Estéreo Picnic ticket-with-purchase mechanic on Rappi.
- Launched the Mondelēz portfolio on Mercado Libre with a disruptive Halloween campaign.
- Rolled out Oreo limited editions with Batman and Transformers — lifting Gen Z relevance.
- Built a WhatsApp chatbot for 'tenderos' / B2B clients.
- Enriched product pages with video, imagery and recipes across 14 retailers.

Falabella · Crate & Barrel CO

E-Commerce Analyst · 2019 – 2021 · Bogotá

+150% sales growth during the pandemic for Crate & Barrel Colombia.

- Defined IG content pillars and editorial calendar for Crate & Barrel CO.
- Owned pricing & merchandising end-to-end on crateandbarrel.com.co.
- Managed VTEX, payment gateways and agencies for site stability.

Juan Valdez

International Marketing Intern · 2017 – 2018 · Bogotá

Adapted the Hershey's × Juan Valdez global alliance across LATAM.

- Adapted master campaign assets for each LATAM market.
- Partnered with Ventino as brand ambassadors for the launch.
- Coordinated with international distributors and franchise partners.

PROJECTS

Digital home for a holistic coach with 25+ years of practice.

- End-to-end launch of milenamontealegre.com — therapies, women's circles, books, journeys.
- Automated her monthly newsletter and nurture email flows.
- Set up the WhatsApp booking funnel and ongoing content system.

TOOLS & PLATFORMS

Google Analytics	Meta Ads	Google Ads	LinkedIn Ads	Rappi Ads
Mercado Libre Ads	VTEX	WordPress	WIX CRM	HubSpot
Lovable	Claude	ChatGPT	Capcut	Canva
Excel	PowerPoint	Notion	Instagram	WhatsApp Business

EDUCATION & LANGUAGES

Master's — Digital Marketing & E-commerce

Italy

International Business Administration

Colombia

Languages: Spanish (native) · English (fluent) · Italian (fluent) · Mandarin (HSK1)

CONTACT

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