

Natalia Denegri

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MARKETING | COMMERCIAL PLANNING | SALES

Education

Master of International Marketing

Hult International Business School | London, UK

- *With Distinction - Dean's List*
- Relevant Courses: Consumer Behaviour

Expected April 2026

Master of Business Administration

Hult International Business School | London, UK

- *With Distinction - Dean's List*
- Relevant Courses: Marketing Strategy; Luxury Marketing; Business Insight through Data

August 2025

Bachelor in Business Administration

Universidad del Pacífico | Lima, Peru

International Exchange - EDHEC Business School | Lille, France

March 2020

Bachelor of Science in Business and Administration

University of London, The London School of Economics and Political Science | London, UK

August 2019

Relevant Experience

Motorola Mobility | Lima, Peru

February 2024 – May 2024

Senior Sales Representative. Managed Motorola's second-largest client account, overseeing product placement, pricing negotiations between carrier and client, and execution of the marketing budget in alignment with brand strategy.

- Led the launch of two high-end Motorola devices, aligning product positioning and in-store presentation with retail partner, resulting in 3,000+ units placed at launch and prominent display across flagship locations.
- Executed a \$24K launch campaign across retail touchpoints, coordinating with trade partners to deliver high-impact displays, retail staff training, and in-store brand storytelling for a successful premium product rollout.
- Secured favourable terms for 1,000 unsold end-of-life units, representing a whole month of stagnant carrier sales, to optimize cost recovery and avoid brand dilution at retail.

Entel Peru | Lima, Peru

August 2022 – October 2023

Accessories and Home Products Coordinator. Category Manager for the accessories and home tech categories within the commercial division, overseeing monthly sales quotas and projections for a category generating over S/. 3.5 million (\$1.04 million) in monthly revenue, as well as the deployment of product offerings across channels.

- Implemented pricing and product assortment improvements across the accessories portfolio, delivering 3% MoM revenue growth in a high-volume category.
- Boosted category revenue by 20% over 3 months by launching a new fibre internet sales strategy, including product bundling, in-store activation, and coordination across commercial and retail teams.
- Developed sales forecasts and performance reports for CCO and VP, and led cross-functional coordination to roll out promotional offers across retail and digital channels.

Entel Peru | Lima, Peru

December 2020 – July 2022

Business Development Coordinator. Developed and implemented sales strategies to expand SIM card distribution through non-traditional channels while building partnerships, monitoring sales performance, and creating dashboards to track growth and optimize channel effectiveness.

- Co-developed a tailored sales performance dashboard in collaboration with the IT team, translating commercial requirements into functional metrics to monitor SIM card sales across new distribution channels.
- Expanded product reach by forming alternative channel partnerships to distribute a differentiated SIM product, addressing new customer segments and sales contexts beyond traditional methods.

Additional Experience

Entel Peru | Commercial Planning Analyst | Lima, Peru

February 2020 – November 2020

Territorial Operations Assistant | Lima, Peru

July 2019 – February 2020

Territorial Operations Intern | Lima, Peru

January 2019 – July 2019

Territory of Lima Intern | Lima, Peru

July 2017 – July 2018

Additional Information

Languages: English (Fluent); Spanish (Native)

Technical Skills: MS Office – Advanced Excel, Python (basic data handling), Canva

Additional Certifications: Inside LVMH, Royal Academy of Dance - Intermediate; Vaganova Ballet Method – Advanced II