

Patricia Pólvara – Marketing & Communication Expert



Details

Nationality: Swedish

Birth date: 1976-03-28

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Webpages: www.patriciapolvora.com, [blog](#), [Video CV](#), [recommendations](#) in Prezi

Skills Summary

- ◆ Highly motivated, loyal and dedicated individual capable of bringing motivation and clarity to any team.
- ◆ Perseverant, energetic and thrives on working in a challenging environment.
- ◆ Quick to learn all business specific applications.
- ◆ Substantial experience in multicultural environments where communication and teamwork are essential and a used traveller.
- ◆ Excellent time and task management skills. 100+ emails/day, 3-8 meetings/day.
- ◆ Speaking skills (spoke persons Ericsson Response, [videos](#)), teaching skills and audience engagement.
- ◆ Excellent organizational skills.
- ◆ Used virtual team-worker. 6 years in virtual office.
- ◆ Memberships NGOs: child sponsored with Comparte, [Ericsson Response](#), [Fabretto](#), MSF.
- ◆ Active in NGO & Scools: Ericsson Response and Istituto [Europeo di Design](#).
- ◆ Experimental. Testing new ideas. Developed www.teterum.com to test online marketing tools.

Employment History

Marketing Tool Expert & Communications Officer Ericsson Response 2007 – Present

Ericsson España S.A. Working for Ericsson AB. Sweden

- ◆ Marketing Management Tool Expert ([Aprimo](#)).
- ◆ Analysis and follow-up of marketing and communication activities
- ◆ Business models and marketing processes.
- ◆ Active participation in annual and strategic marketing plan process
- ◆ In addition, I developed the training and content strategy and trained more than 650 marketing and communication staff in 140 countries.
- ◆ To test Online marketing strategies I have set up an ecommerce to try out different marketing strategies <http://www.teterum.com>
- ◆ I'm currently developing the Social Media guidelines platform of Ericsson
- ◆ Driver of the Ericsson Response communication department of 4 members
- ◆ Active participation in all communication and development of material as well as Event preparations
- ◆ Volunteer on the field – recent mission Haiti 2010
- ◆ Presenter at conferences and speaker in media ([see videos](#))

References

- ◆ [Follow this link](#) and more provided on request

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Career history

Company: Ericsson AB - Sweden, Ericsson S.A - Spain

Portfolio Marketing Manager Consultancy Portfolio

2004 – 2007

- ◆ **Advise:** Person in charge to define, develop and execute marketing & communication strategies for Ericsson's Consultancy Service Unit (Technology Consulting and Advise). *Rewarded.*
- ◆ **Budget:** 200 000€
- ◆ **Resources:** team leading marketing resources
- ◆ **Reporting:** Sales & Marketing Managers
- ◆ **Interfaces:** Portfolio, Marketing & Sales Mgmt, Management Team Suppliers (marketing, press, multimedia agencies)

Web Master and Instructor of web tools

2004

- ◆ Developed training material and training plans for webmasters. *Rewarded.*
- ◆ Trained webmasters for web management platform
- ◆ Consolidated 30 websites, projectleading, planned, managed, implemented. Interfaces 60+ people

Marketing & Communication Manager, Ericsson Education Center

2004 – 2001

- ◆ Developed and driver of the central marketing & communication department of 30 centers.
- ◆ **Budget:**100 000€
Resources: team leader for 1 assistant and 5 webmasters
- ◆ **Reporting:** Product Management Manager
- ◆ **Interfaces:** Mgmt Team, Suppliers (marketing, press, multimedia agencies)

Education Center - Customer Care development

2000 – 2001

Ericsson AB, Sweden

Analysed, planned and improved the Customer Care Center reception and communication.

- ◆ **Resources:** project leader of 5 members
- ◆ **Reporting:** Sales Mgmt. Team

Volunteer initiatives

2009-present

Volunteer as Communications Officer for Ericsson Response. Interfacing WFP, OCHA, UNICEF and other aid agencies in common communication plans. Volunteers in Haiti 2010. See [video](#) production.

2004-2006

Volunteered for Red Cross Sweden; teaching children in schools with reading difficulties.
Volunteered packing products and cloths for the Tsunami victims of Sri Lanka.

Project Experience

Mobile World Congress 210-2012.

2010 – 2012

Ericsson AB, Sweden

Develop and support of the online Communication process.
Driver of Lead Management tool and project leader of flow. *Rewarded.*
Analysis of the communication results and lead management.

Reporting: Director Experience Marketing

Volvo Ocean Race 2008-2009

2008 – 2009

Ericsson AB, Sweden

Supported the Communication with tools and methods to execute a successful online communication

- ◆ **Reporting:** VP Marketing

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Marketing Management Tool implementation

2007 – 2012

Ericsson AB, Sweden

Project leader for training flow of 650 users in 140 countries in 6 month. Team leader of 4 instructors. Providing advice and support to the implementation flows, developed material, execute system test, demands handling, analysis and work as an SME.

- ◆ **Reporting:** BISO

Project Management on assignments.

2002-2004

Ericsson AB, Sweden

Development of 360 degree plan for customer care of students at Ericsson Education Centers.

Strategic planning of communication for new products and services.

Development of web structure for the Business Unit Global Service.

Implementation of centralized web structure for the Global Service Deliver Centers (30).

- ◆ **Reporting:** Management

Instructor

2003 – 2012

Ericsson AB, Sweden

Training of webmasters.

Training of Marketers in Marketing Management Tool

Training of Communicators in Communication Management Tools

Training of Lead Managers in Lead Management Tool

Training of Contact Managers in Contact Management Tool

Education

1996 - 2000 **Bachelor's Degree in Business and Cross Cultural Science.**

Södertörns Högskola, Stockholm and University Pompeu Fabra, Barcelona

“Language, Culture and Market – with Focus on Spanish and Business”

Included studies abroad in Barcelona. Final Degree Thesis ([Swedish](#)/Spanish)

Additional skills and information

Languages: Swedish - Mother tongue
Spanish - Mother tongue
English - Full professional proficiency
French – Low Intermediate written and spoken
Catalan - Lower intermediate written and intermediate spoken
Italian - Lower intermediate written and spoken

Residence abroad: Sweden 28 years, Spain 6 years ,Uruguay 1 year and 3 months in the United States.

IT tools: Proficient in Microsoft Office and OS
Well prepared in web mastering and image production.
Basic in Google Analytics and well prepared in social media tools.

Courses: Ericsson AB, 2010. Spokes person for Ericsson Response.
ESIC School of Business, Barcelona, 2010. Social Media Management.
UNICEF, 2010. UNICEF Communications Officer.
Ericsson AB, 2009. Ericsson Response Communications Officer.

