



RAFAEL M. GONZALEZ

12920 S.W. 143 TER
MIAMI, FLORIDA 33186

Businesses: 786-290.9738
Residence: 305-979.4919

OFFERING CREDENTIALS FOR

Translation of Documents, Catalogs and General Projects from English into Spanish and Vice versa

PERSONAL PROFILE

- Outstanding executive presenting an impeccable portfolio of qualification earned during more than 20 years of progressive responsibility and achievement in the translation field.
- Particular areas of expertise include domestic and international translations for marketing business and government Agencies.

EXPERIENCE

Rafael Gonzalez and Associates, Inc.

Miami, Florida

SALES AND MARKETING TRANSLATION CONSULTANT

- Providing private services as international sales and marketing translation consultant to US companies and overseas companies as well.

Odell's International Licensing and Merchandising, Inc.

Miami, Florida

DIRECTOR OF SALES AND MARKETING

- Developing and positioning new products, brands, Government compliance, copyrights and trademarks within Latin America and Spain.
- Reporting directly to the General Counsel devised and managed worldwide corporate sales and legal compliance programs.
- Designed an improved translations programs for corporate liaison with U.S. and foreign companies and government agencies.
- Developed marketing plans to expedite and increase sales and to stables an excellent relationship between the company and big Importers, Distributors and Department Stores among Central America, Mexico, the Caribbean and the entire Latin America.
- Created and implemented an automated sales system that improved sales quality and reduced legal and administrative costs, increasing profit margins and enhancing the positioning of the products represented by the company.
- Positioning the company as one of the fastest growing Hispanic Company in the US (Hispanic 100 Magazine)

ACADEMIC CREDENTIALS

UNIVERSITY OF MINNESOTA

Crookston, Minnesota

Bachelor in Science/ Sales and Marketing Management

OTHER STUDIES AND CERTIFICATIONS:

- . - Seminar of the LIMA (Licensing Products and Licensing TV Industry)
- . - Seminar of U.S. Customs importation Duties and procedures in Bogota-Colombia
- . - Latin America Federation of Toy Manufacturers seminars
- . - Several Copyrights and Trademarks Managements Seminars in Infringements
- . - Licensing Contracts and International Business Laws Seminar
- . - FOB Sales – Panamanian Chamber of Commerce, Colon-Panama
- . - Money Laundering Rules and Regulation