Darinka Alvarado
Fashion marketing

I'm a highly motivated and dynamic individual, I'm used to work and perform under pressure and in an everchanging work environment. I adapt to new environments and teams with ease. I posses more than five years of experience in retail, restaurant and costumer service management.

Contact information

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Languages

- French
- English
- Espanish

Education

Fashion Marketing
College LaSalle 2017-2020

Fashion Design
Cégep Marie-Victorin 2011-2012

École secondaire Monseigneur Richard

Work experience

Ardene (Place Montreal Trust)
Third key holder 2016 to present

Copper Branch (Brunswick)
Store Manager 2015-2016

Burger King (Philips Square)
Assistant Manager 2013-2015

Skills

Software knowledge

Management and merchandising

- Overseeing store operations including opening and closing procedures, store cleanliness, re-stocking and merchandising, customer service and supervision of the team.
- Ensuring great costumer service such as greeting, acknowledging and approaching every customer, and being knowledgeable about products.
- Following out all visual, merchandising and marketing directives to ensure efficient store and stockroom operations
- Analyze and compare manufacturing costs and proposals
- Analyse key performance indicators weekly such as the COR
- Ensures that production samples are an accurate representation of the approved sample
- Researching upcoming trends and how to target them towards the costumer base
- Collaborating the develop products and collections adapted to the target market
- Completing purchase orders, following up the delivery dates and sample quality control

Marketing communications

- Participate in content creation, planning, scheduling and optimization on social media platforms (Facebook, Instagram, Twitter, Pinterest)
- Optimize organic social revenue and engagement
- Analyze and report on Social Ad campaigns (generate monthly post mortems and provide recommendations)
- Platform research concerning trends and insights
- Analyze influencer data to optimize future collaborations