



Anamaria Fuentes de Carvalho

Personal & Fashion Stylist, Color Expert

Professor . Mentor . International Speaker

Profile

Personal and fashion stylist. Passionate about color and expert on designing methodologies of strategic communication through color. International speaker, mentor, and consultant in the areas of personal branding, fashion design, styling, trends and color strategy.

Fashion and color professor for different universities in Colombia and Brazil. Online teacher and lecturer. I inspire creative teams to create powerful communication strategies through color and design.

Professional Experience

Fashion Design, Styling and Color Instructor

January 2020 - Present day.

LCI Bogota, Colombia

- Develop curriculum for the fashion design, fashion styling and color theory courses in the diploma in fashion design and make-up technical degree.
- Supervise and guide students during their creative process.
- Develop formative and summative evaluations.
- Design activities relevant for today's fashion industry.

Online Professor @platzi

June - September 2020

Bogota, Colombia

- Develop and design the course "usage and color management".
- Record the asynchronous classes of the course.
- Train and work with the team, including the course director and the tech team.
- Stay in touch with the online students and answer questions.

Trainer and Consultant

October 2019 - October 2020

Chamber of Commerce, Colombia

- Consultant on Innovation.
- Consultant on etiquette and Business Protocol.
- Trainer on Management and Personal Branding
- Image consultant.

Professor & Continuing Education Program Coordinator.

March 2019 - Present day.

LCI Bogota, Colombia

- Coordinator and teacher at the continuing certification program in Personal Branding.
- Creator, Coordinator and teacher of the Alpha Leader training.
- Creator, Coordinator and Teacher of the Color Narratives short course.
- Creator, Coordinator and Teacher of the Trend Report short course.
- Facilitator for the LCI Corporative training program in Public speaking, Personal Branding, Leadership, Personal Styling and Innovation through Color and Trends.

Personal stylist, Color expert, Trainer and Speaker.

November 2010- Present day.

Ana d'Carvalho, Colombia - Brazil

- Lecturer for companies, universities and events on Fashion Trends, Personal styling, Personal branding, Innovation Through Color and corporate dresscode.
- University Professor for extracurricular courses at FURB University.
- Lecturer and Micro-influencer for the Shopping Tijucas at Rio de Janeiro.
- Coordinator and Creator of the image consultant post graduated course for Sante Corps Brazil.
- Lecturer for Brazilian companies (Celesc, Scala, Boticario, ACIF, Sebrae) and Colombian (Ericsson, Aion, Mujeres por Colombia).
- Micro- Influencer for Brazilian Brands (Scala, Loja Couro Moda with the Fiever & Owme Brands, Hotel Faial, Someday, Acif, Santa, Hug y iFashion Outlet Sc., Shopping Iguatemi Florianopolis SC)
- Art director and fashion stylist for editorials, catalogs, personal photo shoots and modeling books.
- Personal stylist and fashion consultant for a large range of clients in Colombia, Chile, Mexico and Costa Rica via online and offline services.
- Online course developer using UDEMY and E-book writer.
- Retail manager and personal styling trainer.

Personal Info

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Education

Oct. 2006- Master in Fashion STYLING.

June 2007 ISTITUTO MARANGONI, Milan-Italy

- Top trend analyst and concept creator of the class.

Aug. 2003- Diploma in Fashion Design.

Sept. 2006 LaSalle College (Lci), Bogotá-Colombia

- Development of the fashion thesis "Balance: Color Systems in fashion."

June. 2003 School Gimnasio Británico.

Bogotá, colombia

- Bilingual education English/ Spanish

Languages

Spanish

●●●●●
Advanced

English

●●●●●
Advanced

Portuguese

●●●●●
Advanced

Italian

●●●○○
Intermediate

French

●●●○○
Intermediate



Experience (continued)

Vice-President of the women Entrepreneurial Cluster.

May 2017- January 2019

Associação comercial e Industrial de Florianópolis (ACIF) -Florianópolis- Brasil

- Creation and development of the online campaign "conte sua historia" For the 2019 women award "premio acif mulheres que fazem a diferença."
- Strategic Manager and team leader.
- Content creator and Coordinator of the Marketing and social media team.
- Creator and trainer of the workshop " how to speak online"
- Creator and trainer of the workshop in personal Branding.
- Creator and trainer of the workshop in etiquette and corporate dresscode.

Bridal stylist September – November 2009

Pronovias. Bogotá, Colombia

- Active listening and understanding clients needs.
- Responsible for overseeing the style consultancy for each client assessing color, shapes and resulting on complete garment and accessory sales.
- Customer service and Organizing product deliveries and tailoring schedules.
- Created matching of outfits for bridesmaids, mothers and mothers in law.
- Supported additional tailoring arrangements for all dresses.
- Provided best in class service including extensive client follow up.

Freelance Stylist June - November 2008

New York- United States

- In charge of creative direction and product development for fashion catalogs.
- Graphic editing of pictures and catalogs. printable material.
- Complete development and research of trend maps.
- Responsible for outfit planning for a number of photo shoots.

Stylist and sales assistant, February – March 2008

ITIERRE. SPA John Galliano division. Milan, Italy

- Lead sales for the Latin American Market.
- Deal with stakeholders of the Latin America and United States.
- Provided bilingual support on sales for United States and France.
- Program and organize the product delivery for Latin America.

Stylist, November - December 2007

Dolce and Gabanna. Milan, Italy

- Worked on outfit planning for clients and celebrities.
- Responsible for the showroom daily basis organization and coordination of the styling team.
- Assisted with sales inventory and budget planning.
- Responsible for the styling of the 2008 pre-fall collection.

Stylist, June- September 2007

ITIERRE. SPA John Galliano division. Milan, Italy

- Responsible for the showroom daily basis organization and coordination of the styling team.
- Assisted with sales inventory and budget planning.
- Responsible for the styling of the 2008 summer collection for buyers.
- Provided support on sales for all the European and American clients.

Fashion Designer Assistant January- July 2006

Maria Luisa Ortiz S.A . Bogotá , Colombia

- Developed a complete trend analysis for each collection.
- Managed multiple tasks and successfully met deadlines.
- Solution of practical problems regarding event planning and runway shows.
- Hand finished Haute Couture Garments.
- Followed up, and worked on product development for each collection.
- Anticipation and successfully respond to challenges.
- Trained the team for runway and fashion events.

Certifications

July 2010	Principles of Personal Fashion Styling LONDON COLLEGE OF FASHION, London
Sept. 2008	Fashion Photography FIT, New York
Sept. 2008	Studio Hair Styling MUD, New York
July 2010	Cromotherapy Dev aura Institute , Colombia

Skills

Online teacher
 Online speaker
 Team leader
 Communication
 Self – Management
 Content Creator
 Public Speaker
 Strategic thinking
 Instructional designer
 Tech Savvy
 Trend analyst

Software

Illustrator	●●●●○ Very Good
Photoshop	●●●●○ Very Good
Key note	●●●●○ Very Good
Microsoft word	●●●●○ Very Good
Power Point	●●●●○ Very Good
Microsoft excel	●●●○ Good
Premier - Pro	●●●○ Good
iMovie	●●●○ Good