



MARIA KARLA GRANIELA

FASHION MARKETING

MY PROFILE

Extremely motivated to constantly develop my skills and grow professionally in the Fashion industry. I am confident in my ability to come up with interesting ideas for marketing strategies

I am hardworking, diligent, and dedicated— all qualities I put forward in everything I do.

LANGUAGES

FLUENT WRITTEN & SPOKEN IN ENGLISH,
FRENCH AND SPANISH

SKILLS

- Advanced knowledge of SEO and Google Analytics
- Advanced knowledge of Social media strategy
- Advanced knowledge of Web content development
- Advanced Indesign skills
- Advanced Photoshop skills
- Advanced illustrator skills
- Advanced knowledge of Microsoft Office Applications

CONTACT INFORMATION

514 575 2215

KARLAGRANIEL23290@GMAIL.COM

@KARLA.GRANIELLA

EDUCATION

FASHION MARKETING

LASALLE COLLEGE | 2018 - PRESENT
MONTREAL, QUEBEC

Bachelor of Law

UNIVERSITY OF HAVANA | 2008 - 2013
HAVANA, CUBA

AWARDS

NOMINATED TO THE ACADEMIC HONOR ROLL

UNIVERSITY OF HAVANA | 2013
HAVANA, CUBA

WORK EXPERIENCE

ECOMMERCE COORDINATOR

FIORI CANADA INC. | MAY 2020 - PRESENT
MONTREAL, QUEBEC

- Develop and manage paid and organic strategies to drive traffic to the website.
- Strategize, develop, implement, and test digital marketing campaigns.
- Create and produce marketing and sales support materials including but not limited to e-mail marketing, social media, motion graphics, traditional print media, graphics support for bloggers and web/mobile development
- Measured the effectiveness of said campaigns
- Creation of weekly / ongoing reporting to find insights on key audience behavior related to identified marketing KPIs

MARKETING & CONTENT CREATOR

PLANEPOX | FEB 2018 - JAN 2020
MONTREAL, QUEBEC

- Managed social media accounts and created social media for daily postings
- Increased social media following and clicks
- Wrote copy for the website and social media platforms
- Planned and executed social media campaigns
- Measured the effectiveness of said campaigns

MARKETING COORDINATOR

SKY HIGH, AVIATION SERVICES | NOV 2016 - JAN 2018
SANTO DOMINGO, DOMINICAN REPUBLIC

- Tracks sales data, maintains promotional materials inventory, plans meetings and trade shows, maintains databases, and prepares report.
- Implements marketing and advertising campaigns
- Prepares marketing reports by collecting, analyzing, and summarizing sales data.
- Keeps promotional materials ready by coordinating requirements with graphics department, inventorying stock, placing orders, and verifying receipt.
- Supports sales staff by providing sales data, market trends, forecasts, account analyses, and new product information

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WORK EXPERIENCE

BUYER

BEGRA S.A. | MAR 2014 - JAN 2016

PANAMA CITY, PANAMA

- Develop an efficient system for monitoring all open purchase orders
- Deliver a weekly purchase order report to management
- Work with the inventory management team to ensure that all deliveries satisfy the assigned purchase orders and report any back-ordered or missing products
- Assist the Supply Chain Manager with maintaining proper inventory levels of materials used on a regular basis
- Establish reliable lines of contact with field management team to ensure that all field purchase orders are accurate

VOLUNTEER WORK

CASTING ASSISTANT OF THE FASHION SHOW SMCL 2019

LASALLE COLLEGE

OCT 2019

INTERESTS & ACTIVITIES

- Travel
- cinema and fine arts
- fashion
- fitness lifestyle
- pilates

REFERENCES

UPON REQUEST