

ILSE DE LEÓN

• Master in Fashion Business Administration •

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Barcelona, Spain



ABOUT ME

Experience in the sports retail sector, in the commercial area, and in digital marketing. I like to get out of my comfort zone and acquire new knowledge in order to develop myself.

I'm a fashion and design enthusiast

SKILLS

Google Analytics

Jira Software

SAP

Microsoft Excell Advanced

CERTIFICATIONS

Google Analytics for beginners

Google - May 2021

Design for Fashion Business Workshop

Elle Magazine - Oct 2019

LANGUAGES

Spanish (Native)

English (Advanced)

French (Basic)

EXPERIENCE

Digital Marketing Analyst - Sept 2020 - Present (remote)

Innovasport | (Monterrey, Mexico)

- Responsible for the implementation and merchandising of the products, promotions, banners, and digital content on the digital site.
- Coordination of the arrival of new products. (launches)
- Campaigns and launches execution in the digital site aligned to the brand and product strategy.

Junior Category Buyer - Jun 2018 - Nov 2020 (2 years 6 m)

Innovasport | (Monterrey, Mexico)

- Product supply for physical stores and e-commerce.
- Creation of purchases orders.
- Sales and inventory analysis on a daily basis.
- Business plans execution.
- Negotiation with suppliers.
- Cataloging and registration of new brands / products.

Business Process Analyst - Dic 2017 - Jun 2018 (7 months)

Innovasport | (Monterrey, Mexico)

- Identification, analysis, and optimization of the current processes in the company.

Administrative Assistant - Dic 2016 - Jul 2017 (8 months)

Outstock Belts | (Barcelona, Spain)

- Creation and management of export documents.
- Credit notes management.
- Claim of payments to international clients.

EDUCATION

2016 - 2017 • LCI Barcelona - Universitat de Barcelona (Spain)

Máster en Gestión y Dirección de Empresas de Moda

2012 - 2015 • City University of Seattle (USA)

Bachelor of Science in Business Administration

2010 - 2014 • Universidad Autónoma de Nuevo León (Mexico)

Bachelor in International Businesses
