

Monica Arenas

Monica Maria Arenas Valderrama /moni.arenas@hotmail.com /+57 305 706 3527 / Bogotá, Colombia / moniarenas.wix.com/moniarenas

A career-oriented individual, seeking to further my career in the luxury fashion industry. Professional with a BA in Fashion styling from Istituto Marangoni London and a BA in Fashion Marketing and Communication from LCI Bogotá, with a variety of experience in fashion and a great interest in developing my skills in fashion buying and fashion merchandising. Great ability to work well with a team, strong visualization skills, good eye for detail, highly creative and exceptional good analytical skills.

Education

Fashion marketing
and communication

LCI Bogotá
May 2015- May 2017
Bogotá, Colombia

Fashion Styling
BA

Istituto Marangoni
Oct 2010-Jul 2013
London, United Kingdom

American High School diploma
EARJ Escola American do Rio de
Janeiro
June, 2010
Rio de Janeiro, Brazil.

Skills

○ ● ● ● ● Adobe Photoshop

○ ● ● ● ● Adobe InDesign

○ ● ● ● ● Adobe Illustrator

○ ● ● ● ● Microsoft Excel

● ● ● ● ● English

● ● ● ● ● Spanish

○ ○ ● ● Portuguese

Experience

Assistant merchandiser | Le Collezioni

- Generate reports on daily/weekly/monthly basis of sales and stock.
- Manage replenishment and ensure timely fulfillment.
- Constant monitoring and reporting of stock in each store.
- Constant monitoring of visual merchandising of stores.
- Creator of content for social media: Instagram and Facebook.
- Creator of a marketing strategy for a new store with a different target and presenting it to the board.
- Responsible for implementing the marketing strategy and its events on a tight budget.
- Product training the sales team

Bogotá-Colombia
Jan 2017-Today

Merchandiser/product Intern | Le Collezioni

- Opened and distributed new collections to our stores from brands such as Hackett London, Ermenegildo Zegna, Salvatore Ferragamo, Dsquared2 and Valentino.
- Assisted inventory rotation in between stores to adjust the products to the best cities and costumers.
- Created a visual merchandising manual in order to standardize the stores.
- Visual merchandiser in charged of windows displays for December and window displays for new store opening.

Bogotá-Colombia
June-Dec 2017

Personal shopper/Community manager | SARTA SAS

- Positioning the brand in the market through the administration of its social networks, from 100 followers on instagram to 4000 organically.
- Creator of pieces for facebook advertising.
- Developed a loyal client base; started out with 10 costumers and ended with 55 new loyal clients.

Bogotá-Colombia
Feb-Jul 2014

Intern | REVISTA EXCLAMA

- Stylist assistant in issue # 17 of the printed magazine, service included location scouting, casting and assisted on clothing selection.
- Produced and art directed "Grand Illusion" published in issue # 18 of the printed magazine, including hiring studio, photographer and models on a tight budget.

Bogotá-Colombia
Jun-Aug 2012

Sales assistant | BCBG

- Achieving monthly personal sales goal.
- Demonstrating good product knowledge to customers on key promotions and offers.
- Implemented visual merchandising guidelines sent by the headquarters.

London-UK
Jul 2011-Apr 2012