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EDU CA TION

FASHION MARKETING AND COMMUNICATIONS

SEPTEMBER 2013 - PRESENT

/
LaSalle College International
BOGOTÁ, COLOMBIA

INTERDISCIPLINARY STUDIES DEVELOPMENT MANAGEMENT- LFA CERTIFICATION

AUGUST 2014 - DECEMBER 2014

/
International People's College
HELSINGØR, DENMARK

VO LUN TEER

BACKSTAGE ASSISTANT

OCTOBER 2016 / BOGOTÁ, COL.
3CERO2

- Part of B CAPITAL Event for
Olga Piedrahita Runway Collection.

EVENT VOLUNTEER

FEB 2011 - 2012 / MIAMI, FL.

NESTLE WATERS
NORTH AMERICA

- Attended the Food Network South Beach
Wine & Food Festival volunteering at the
San Pellegrino and Acqua Panna stand.

- Attended Société Perrier Miami Art
Week Fashion Show collaborating
in brand activation.

VOLUNTEER

MAY 2010 - 2011 / MIAMI, FL.

SHARE OUR STRENGTH
ORGANIZATION

- Part of staff for the culinary benefit
dedicated to making sure no kid grows
up hungry (Taste of The Nation).

FASHIONMARKETING AND COMMUNICATIONS

SKILLS & INTERESTS

SOFTWARES

/
MICROSOFT OFFICE
ILLUSTRATOR
INDESIGN

LANGUAGES

/
SPANISH (NATIVE)
ENGLISH (NATIVE)

PROFE SSIONAL EXPE RIENCE

BLOGGER AND COMMUNITY MANAGER

APRIL 2017 - PRESENT / BOGOTÁ, COL.

FASHION BY INFLUENCERS

- Creating and managing content for Fashion
Tech Startup based in Arnhem, Netherlands.

- Analyzing online traffic and opening
a market in Latin America for sustainable
and ethical fashion brands with the aim of
becoming an innovative online & off-line
store experience.

EVENT PLANNER

NOV 2015 - JAN 2017 / BOGOTÁ, COL.

INVERSIONES TORONSO S.A.S

- Managing reservations system and booking
events for 1st Chuck E. Cheese's Franchise,
providing Pre-Quotes/Budgets for clients.

- Planning and executing Birthday parties,
End of Year events for companies, Collabora-
tion with NGO's in field trips.

OMNICHANNEL CUSTOMER CARE

JUN 2015 - NOV 2015 / BOGOTÁ, COL.

CONVERGYS

- Providing customer service to
Macy's and Bloomingdale's clients.

- Resolutions agent for missing packages,
wrong merchandise, price matching
items and managing courtesies.

- Placing new orders and returns for
loyalty clients, assisting in buying
decisions made online and by phone

SALES REPRESENTATIVE

AUG 2013 - SEP 2014 / BOGOTÁ, COL.

UNIQUE IDEAS S.A.S

- Distribution of exclusive brands to retail
spaces in Colombia. Brands include:
Oka-B Eco Shoes, Tassicompany
& Maddyloo Hair accessories.

- Creating and managing content for social
media platforms and boutique visuals.

SEASONAL SALES ASSOCIATE & ASSISTANT BUYER

JUN 2011 - PRESENT /

SAN ANDRÉS ISLAND, COL.

UNITED COLORS OF BENETTON.

- Implementing window and displays to
franchise guidelines and standards.

- Merchandising across all brands including
menswear, womens-wear, kids and baby,
while analyzing previous and current sales
to enable bestsellers are fully potentials.

- Assistant in buying process for new
collections targeted to island franchise.