



EDUCATION

2022

SDA BOCCONI

Master of Fashion, Experience and Design Management

2015-2019

SAVANNAH COLLEGE OF ART (SCAD), Savannah, United States

Fashion Marketing and Management (service design minor)

Graduated with Cum Laude

2017

SAVANNAH COLLEGE OF ART (SCAD), Lacoste, France

International University Exchange

PROFESSIONAL EXPERIENCE

2019 - 2021

TEXTILES EL RAYO S.A., Quito, Ecuador

Leading fashion company in Ecuador operating 30 retail stores (DOS) nationwide along with an e-commerce platform. The company exports to international markets such as Colombia, Venezuela, Peru and Panama.

Product Manager

- Managed the brand "Roland HomeSocks," most profitable category in the company.
- Developed new sales tools and launched differentiated products in the current market: increased revenues by 150% (2020 vs 2019).
- Launched two new categories to diversified the brand portfolio: "Roland Home" and "Home&House."
- Designed the sales plan for each category and brand.
- Led buying process of raw materials, negotiating prices with international suppliers.
- Responsible for selecting product collections from suppliers based on market trends.
- Traveled around north america (Atlanta, New York) and central america (panama) visiting suppliers showrooms.
- Advanced Computer Skills: Photoshop, Illustrator, Indesign

2018 - 2019

PROJECTS FOR PEACE, San Juan, Puerto Rico

Appointed by the NGO Projects for Peace to implement our sustainability proposal:

Project Manager

- Partnered with the NGO "El Departamento de la Comida" to develop a sustainable project which had the purpose of easing agricultural resources for Puerto Rico's community.
- Participated in the brand's creation and marketing material development.

2018

BALETTI, Bogota, Colombia

Colombian company in charge of exporting luxury Italian leather goods to international markets.

Marketing Intern

- Developed digital Brand strategies to increase Brand Awareness
- Created content for social media platforms, increasing engagement by 5%.
- Analyzed the profitability and margins of each product (production, raw materials and operational costs).

2017

CORPORACION FAVORITA, Quito, Ecuador

Leading supermarket chain in Ecuador (\$2bn yearly revenues).

Buying Intern

- Participated in the selection of collections according to market trends.
- Joined negotiations with suppliers of different textile products.
- Redesigned supermarket layout to improve customer's experience

LANGUAGES

Spanish: native; English: fluent; Italian: good

ADDITIONAL INFORMATION

- Awarded with different scholarships: International Student Scholarship, Achivement Honor Scholarship, Student Incentive Scholarship
- Appointed student ambassador during bachelor studies
- Mountain peak volcano Antisana 5,753 m above sea level



Personal data

Place of birth: Quito, Ecuador

Date of birth: 04/01/1997

Nationality: Spanish, Ecuadorian

Permanent address

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