



Ms. ELENA T.

WORK EXPERIENCE

- **Primark - Regional Product Intern Iberia (Madrid, Spain) - (10/2018 - 04/2019)**
 - Market analysis covering product updates, specific regional trends and customer needs . Report on product gaps, missing trends and competitor ranges.
 - Review competitor ranges. Collet details on fabrics, price and colour
 - To collaborate on range analysis and create reports with power point
 - Primark store visit to identify visual merchandising opportunities (display, product, space, POS..), analyze sales, promotions and budget performance
 - Reviewing stock available and sales using excel reports
 - Support to stores in style grading request
 - Reporting to commercial department on competitor prices, campaigns and NLP activity
- **TBWA- Communication & Events Trainee (Madrid, Spain) - (02/2018 - 08/2018)**
 - Planning and delivering events for clients
 - Estimating final budgets
 - Contacting and negotiating with suppliers
 - Responsible for the production co-ordination
- **Kiabi - Marketing department - (Madrid, Spain) - (02/2017 - 04/2017)**
 - Supporting team with market analysis and geomarketing in order to increase sales and brand awareness in Spain market.
 - Market study analysis.
 - Investigating and analyzing promotions, customer needs and product demand
 - Planning styles by line for future collections
 - Development of a marketing plan for the woman collection (Final thesis).
- **Bake agency - Junior community manager (Rome, Italy) - (12/2014 - 05/2015)**
 - Supporting the senior community manager with running social accounts (Facebook, Twitter, Pinterest, , Google+...). Analysis and planning of the communication strategy.
 - Managing Bake's online magazine (justbake.it)
- **El Referente - Community Manager - (Madrid, Spain) - (04/2012 - 08/2012)**
 - Controlling and monitoring of social media accounts (Facebook, Twitter, Tuenti...)
 - Responsible for advertiser engagement

EDUCATION

- **Master in Fashion Management - Luiss Business School (Rome, Italy)**
- **Global Fashion Business Program - Fashion Institute of Technology (New York, USA)**
- **Master in Fashion Trends Analysis - Villanueva University (Madrid, Spain).**
- **Bachelor's degree in Advertising and Public Relations - Nebrija University (Madrid, Spain).**

LANGUAGES

English-> Advanced level -> overseas experience (Canada, Dublin, London and USA)	Italian-> Advanced level -> Erasmus in Italy, Internship in Rome, Master of Fashion Management
French -> Basic level -> Studied for 3 years	Spanish -> Native

COMPUTER SKILLS

Power point -> High Level
Excel -> High Level
Microsoft Word -> High Level