

Ms. Alicia.S



GET TO KNOW ME

Fashionist and trend follower | Passionate about fashion, design, advertising and event planning | Ability to function efficiently in often fast-paced settings | Assertive | Vibrant | Great communication skills | Passionate about helping others | Exceptional problem-solving and creative thinking | Positive and joyful attitude towards customers and follow employees | Hard working committed to meeting job tasks and able to quickly adapt to new situations and systems while staying self-motivated | Fashion | Proactive attitude

PERSONAL SKILLS

Social media strategies | Spanish | Networking | Strong marketing skills | Design | Microsoft Word | SAP | ComScore | WordPress

EXPERIENCE

JAN 2018- JULY 2018

SALES ASSISTANT

Zara

- Managed and placed online orders
- Assisted customers
- Maintained the organization of the sales, restocking and visual merchandising
- Identified areas of improvement in order to boost customer satisfaction and management of customer service
- Personalized advice to the customers
- Operated team management

MAY 2017- DEC 2017

FASHION MARKETING INTERN

TELVA FASHION MAGAZINE

- Managed the web editor (Shopping by TELVA and Beauty School)
- Led commercial activities
- Developed digital marketing campaigns
- Posted all social media platform of TELVA in these projects
- Analyzed competitor's websites and prepared reports
- Organized events and photo sessions
- Assisted and held the fashion photograph sessions
- Maintained solid relationships with customers
- Assisted management of all showroom activities
- Participated in "Shopping by TELVA" session as an Influencer

OCT 2016 - APR 2017

MEDIA ASSISTANT

L'Oreal in Zenith Spain

- Reported Media Investment: Media LOE, investment by agency and supports, the RAF
- Organized media planning of L'Oreal
- Managed of monthly accounts and audit agency
- Updated of influencers database

JUN 2016 - OCT 2016

COMMERCIAL PROCESS MANAGEMENT AND MARKETING

BASF

- Managed logistics
- Recorded pricing WF for new prices offered, using SAP
- Managed documents such as : "Appendix and price list"
- Recorded GTO prices, billing and debt management of our main customers

EDUCATION

SEPT 2015- JUL 2016

MASTER OF BUSINESS ADMINISTRATION

EOI BUSINESS SCHOOL , Madrid,Spain

FEB 2016

BUSINESS SEMINAR IN SHANGHAI

How to do business in and with China. SHANGHAI UNIVERSITY

OCT 2010- MAY 2015

BACHELOR OF ART - LAW

COMPLUTENSE UNIVERSITY OF MADRID , SPAIN

OCT 2014- JUL 2015

ELLE FASHION AND LUXURY MANAGEMENT PROGRAM

COMPLUTENSE UNIVERSITY OF MADRID, SPAIN