

# BLANCA RODRÍGUEZ

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## SUMMARY

Five-plus years' experience in sales, marketing and brand management; Designed, managed and executed on-line retail campaigns; Performed forecasting, statistical analysis, and benchmarks/metrics development; Negotiated, established and oversaw partnerships with vendors; excellent interpersonal and communication skills; Fluent in four languages.

## EXPERIENCE

### Portfolio Management Assistant

New York, New York

**Aviva Vino** (<http://www.avivavino.com/>)

December 2013 – Present

- Managed relationships with wineries, worked with Portfolio Manager on importing new wines and built current portfolio for NY, NJ and National markets.
- Conducted market research and followed wine publications and critics to keep updated ratings to current and potential wines of Aviva Vino portfolio. Managed relationships with distributors and provided them with PoS material.
- Designed brand labels for new wines and adapted current ones to TTB requirements.
- Managed Social Media (Facebook and Twitter accounts) and created current website design and content.
- Prepared COLA waivers, monthly depletion reports and new brand registration forms. Filled out renewal applications for federal and state licenses and permits.
- Created customer reports and appointment letter certificates.

### Visual/Merchandise Manager- 5<sup>th</sup> Avenue Flagship

New York, New York

**Abercrombie & Fitch** (<http://www.abercrombie.com/>)

March 2013 – December 2013

- Recruited, trained, and developed a team of approximately 20 people.
- Managed the team to uphold A&F's highest standards in visual merchandising, brand management, and customer experience.
- Assessed individual store needs based on corporate culture, directives, merchandising and marketing standards.
- Oversaw daily operations including staffing, budgeting, and loss prevention.

### Sr. Marketing Analyst/Account Manager

New York, New York

**The Cools** (<http://www.thecools.com/>)

January 2012 – February 2013

- Contributed to the increase of active website users by 40% by creating advertising materials and executed marketing strategies that promoted designers, fashion trends and new products.
- Implemented a management system to track consumer purchasing, and website user behavior. Analyzed and summarized data to determine how to reactivate users, calculate pricing, and increase subscribers. Presented conclusions to upper-level management.
- Increased revenue by attaining new vendors that sell their products on the website; identified, established and negotiated partnership with new vendors by attending vintage fairs, fashion events and through introductions/referrals.
- Managed relationships with the website's vendors to resolve problems and inform them of updates/opportunities they are not using. Reported valuable feedback about user experience and worked with cross functional teams.
- Designed and executed The Cools' social media marketing strategy by developing content on FaceBook, Twitter, and Tumblr.

### Whole Sale Account Executive Analyst

New York, New York

**Max Mara** (<http://www.maxmara.com/>)

October 2012 – December 2012

- Worked with sales team to assist with major department store and specialty store accounts.
- Created weekly and seasonal selling reports to track and react to performance for major department store accounts.
- Oversaw order confirmations, shipping and returns. Created selling tools and promotional material as a component of customer service
- Worked with sales associates to develop brand recognition and product knowledge.
- Developed and maintained relationships with potential and existing accounts.

### Junior Product Manager/Buyer – Underwear, Swimwear, Accessories & Home Goods

Barcelona, Spain

**Privalia Venta Directa** (<http://es.privalia.com/>)

November 2009 – June 2011

- Performed the most accurate sales forecasting within the Product and Purchases department; personal average standard error was 15% and Privalia's metric was 20%.
- Developed an on-line campaign for a high-end home goods brand that ranked second in company history in terms of revenue for a five-day on-line campaign.
- Increased web traffic by crafting social media and on-line interactive experiences allowing consumers to express themselves and feel exclusivity, e.g. FanShop Limited. Negotiated discounts with suppliers while establishing personal relationships and building their trust.
- Increased sales of same online product campaign by average of 20%.
- Maintained a high level of revenue throughout campaigns by monitoring live sales data to ensure effective inventory supply management practices that aligned with consumer demand.
- Produced innovative scenario and sensitivity analysis methodologies to create product segment guides that summarize the ideal campaign based on the performance of prior campaigns.

### Product Development & Market Research Analyst

Barcelona, Spain and Zurich, Switzerland

**Zurich Financial Services** (<http://www.zurich.com/>)

June 2008 – June 2009

- Assisted corporate headquarters in adapting global marketing metrics to Spain based on consumer behavior, industry trends and benchmarks, and personal knowledge of Hispanic customs and culture.
- Designed merchandising and analyzed distribution of promotional products through collaboration and management of external advertising and graphic agencies.
- Developed customer loyalty products and promotions through analysis of consumer demands and industry best practices.
- Adapted and critiqued financial products in collaboration with the Product Development and Actuarial departments to adjust to changes in market demand.
- Contributed to the design and content development of the corporate social responsibility and of Zurich Financial Services' website.

**International Trade Associate; Internship****Spanish Federation of Food & Beverage (FIAB)** (<http://www.fiab.es/es/>)

- Analyzed international trade data related to the food and beverage industry to verify trends and calculate statistics.
- Supported the planning, promotion and execution of an international Spanish trade fair.
- Facilitated relationships between FIAB and international representatives of Spanish brands.
- Provided oral and written translation in English, Spanish, and Catalan.

Barcelona, Spain  
February 2008 - May 2008

**EDUCATION****ESADE Business School** (<http://www.esade.edu>)**BBA & MBA**

- Graduated in the top ten of class. Major: International Business *Journal as* (Marketing concentration)

Barcelona, Spain  
September 2002 - May 2008

**University of Southern California** (<http://www.usc.edu/>)**Marshall School of Business & Roski School of Fine Arts**

- Concentration in marketing, sales and global strategy.

Los Angeles, California  
August 2006 - May 2007

**SKILLS**

- Languages: Spanish (Native); Catalan (Native); English (Fluent); French (Advanced).
- Computer: MS Office (PowerPoint, Word, Excel, Access, Outlook, FrontPage) – Advance; Adobe Photoshop – Basic; JavaScript – Basic.