

Maria Waleska Alvarez Mirabal

Brand and Business developer

OBJECTIVE

- Maria Waleska Alvarez is a business developer in the fashion and luxury industry with +9 years of expertise working for luxury and emergent brands.
- She has developed professionally working between Milan and Paris for luxury and emergent brands in the field of branding and strategic business development.
- She has developed vast expertise working directly on the B2B business with the top player retailers and e-commerce around the world, finding the best solution to increase both the brands and the retailer businesses.
- She's a professor, she has been teaching since 2018 online and phygitally at Istituto Marangoni Milan, Chavon la escuela de diseño (Parson School of design campus in LatinAmerica) and on online platforms.
- She teaches subjects like Fashion branding, and B2B management.
- As well, she is a formal global startup mentor of the Startupbootcamp FashionTech incubator, coaching startupperes to develop and scale their projects.
- She is a formal member of the association YWN which is dedicated to the empowerment of women and aimed at enhancing the role of women in society.

EXPERIENCE

Milan, Italy

Mar 2019 - Present

Showroom B2B Sales Consultant

Alexander McQueen

- Increasing the seasonal budget +12%
- Showroom B2B Sales Consultant. Handling +15m budget seasonal for both MW & WW
- Leading and supporting a team of +100 buyers seasonally during the sales campaign.
- Launch of the Kids shoe category doubling the budget between first SS and second SS season.
- Negotiating priorities with the accounts considering both the brand and the account needs.
- Presenting the collections in the showroom in Milan/Paris and exceeding budgets during the sales campaigns.
- Identifying new business opportunities on the digital channels and doubling their budgets.
- Monitoring online stores to make sure the collection is well represented (photography, styling, recommended prices)

Paris, France

Jun 2018 - Jun 2019

Showroom B2B Sales consultant

Saint Laurent

- Increasing the seasonal budget +10%
- Handling +10m budget seasonal for both MW & WW
- Leading and supporting a team of +80 buyers seasonally during the sales campaign.
- Presenting the collections and exceeding budgets during the sales campaigns.
- Identifying new business opportunities.
- Stipulating a long-term development of channels in terms of performances.
- Making sure retailers understand the must-buy and image priorities, and support them in making a smart selection considering their sale out and brand mix.

Milan, Italy
Sep 2015 - May 2018

Showroom B2B Sales Manager

Ballin

- Coordinating the collection's prototypes
- Increasing the seasonal budget +5%
- Handling +8m budget seasonal for Footwear & accessories
- Leading a team of 10 people and hiring the in-season staff of sellers and models for showrooms in NYC, Milan & Paris
- Identifying new business opportunities in the USA, EMEA, and APAC.
- Monitoring the daily performance of the accounts both online and physical.
- Managing stock levels and make key decisions about stock control to minimize financial losses.
- Organizing the showroom in NYC, Milan, and Paris.

Milan, Italy
Sep 2014 - Sep 2015

Line builder

Ermenegildo Zegna

- Increasing the seasonal budget +10% thanks to the translation of the key accounts needs into the collection.
- Creating the line architecture by building the seasonal collection skeleton.
- Building the prices of the full collection in the different currencies, respecting the different markups.
- Analyzing daily the sell-throughs of the key accounts.
- Ensuring that global promotions, sales, and merchandising instructions are carried out to expected standards
- Presenting and selling the collection to key accounts during the sales seasons.

EDUCATION

Rome, Italy
2009 - 2012

Fashion Studies

Università degli Studi di Roma La Sapienza

The degree in Fashion studies with the economics and management address is a full immersion in the management of fashion at multiple and interrelated dimensions of fashion management (creative, economic, financial, innovation, management, and financial subjects, organizational, technological, and sustainability). In this bachelor, I acquired the ability to structure and solve problems related to fashion management and to apply the main managerial models to support the related decision-making processes. Making judgments even in the presence of limited or incomplete information about the dynamics and performance of the fashion system; acquiring skills about the social and ethical responsibilities connected to fashion management and the socio-economic-cultural context that influences it.

Milan, Italy
2021 - 2022

MBA in Digital Marketing

The power MBA

The Power MBA is highly tailored to mid-level management at tech companies. It's the perfect MBA that focuses the penum on digital marketing, tactical and strategic for Managers/Directors that are looking for an update and evolution on their careers.

SKILLS

- Fashion business
- Management
- Innovation
- Business development
- B2B
- Showrooms
- Virtual showrooms
- Luxury branding

LANGUAGES

French
Advanced

Spanish
Native

English
Advanced. First Certificate

Italian
Advanced. Diploma di Laurea