



# Roberto Montano

Marketing Director

📍 Barranquilla, Atlantico, Colombia

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## Languages

French (Fluent)

English (Fluent)

Spanish (Native)

## About

MBA, MIB with Law and Corporate Law degrees. More than 10 years of experience in strategic positions in: Marketing, Merchandising, Retail Management, Luxury Brand Management and Digital Marketing.

### BRANDS WORKED WITH

Executive Sas – le Collezioni

Meninvest

New World Luxury Sas – Beyond Green Store

Textron – Villa Romana

## Experience

### ● BRAND DIRECTOR at

New World Luxury Sas – Beyond Green Store | Jan 2019 - Now

I have prepared the business plan, launch and go to market for a wellness store on different channels and digital platforms such as: Shopify, Rappi Bogota 2019 - Barranquilla 2021 (delivery app), Mercado Libre (marketplace) and through social networks like Facebook and Instagram shops. I created from scratch a business proposal for wellness products and achieve sustained growth while maintaining a high sell-thru.

### ● VISUAL MERCHANDISING DIRECTOR

Textron – Villa Romana | Sep 2019 - Dec 2019

I was Visual Merchandising Director of a national distribution network made up of 27 stores in 7 cities. I made the windows display planning and execution. I carried the implementation and training of the Corporate Identity Manual of the sales force. I evangelize and implement technical marketing processes to standardize and professionalize processes at the points of sale. As well as the complete training of the sales force.

### ● MARKETING MANAGER

Executive Sas – le Collezioni | Oct 2013 - Nov 2017

I was fully responsible for the Marketing Area of the Company: Global Marketing, Marketing Intelligence, Merchandising, Communications, Public Relations, CRM, Events, Social and Digital Marketing. I Design the Marketing Mix of a multi-brand network of stores to deliver high-end products through Department Stores, Multi-Brand Spaces, Franchises, Shops and Corners with more than 35,000 customers. I also served as Fashion Buyer to showrooms in Milan, Madrid and New York. I delivered a growth in clients more than 100% annually since my start. I also created the reports to track company performance and forecast sales and buying.

### ● INTERNATIONAL ECOMMERCE PROJECT MANAGER at

Meninvest | Jan 2012 - Jul 2013

I participated in the marketing strategy of a website dedicated to the selective distribution of menswear. I managed the virtual store of the international sites: UK, Germany and Spain markets. Create Reports, analyze and propose strategies for the different sites, brands, categories and products. I created from start two new channels for two new territories with their own particularities in two different languages. Coordinate internal and external teams, such as web and marketing agencies.