



Lizet Esquivel

Fashion PR consultant with 10 years of experience in the industry, and deep knowledge in the Latin America market.

📍 Guadalajara, Jalisco, Mexico

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Languages

French (Basic)

English (Fluent)

Spanish (Native)

About

Professor at Tecmilenio University, guest professor at LAB University of Applied Sciences in Finland. Global editor of the international media outlet welum.com, in the section WOMEN WHO INSPIRE, which aims to empower women and inspire young girls to pursue their dreams, through Deep interviews with successful leaders worldwide.

Independent fashion PR consultant having as clients: Moncler, and Arab Fashion Council, among others. I am the co-founder of the Global Women in PR chapter in Mexico.

Adding well-being and happiness consultancy at work in fashion.

BRANDS WORKED WITH

Benito Santos

Independent PR consultant

My Fashion Academy (MFA), Fashion School

Experience

● PR manager

My Fashion Academy (MFA), Fashion School | Apr 2022 - Now

Activities: Increase the visibility of the school throughout Mexico, make strategic alliances with companies and organizations in the fashion sector, Development of new projects, organization of internships and experiences for students.

Achievements: New alliance with the Makeup brand GOC. The student's worked as interns at the international La Jolla International Fashion Film Festival, the most crucial event in that sector. MFA was the only school out of Tijuana that participated in La Baja está de moda, the most influential fashion show in the North of Mexico. To get international designers (C&A, Patricia Govea, DNA Sustainable Threads) to participate in the MFA Students' Fashion show on December 10th, 2022.

● Fashion PR consultant

Independent PR consultant | Sep 2016 - Mar 2022

Activities: Work with celebrities, VIPs, stylists, fashion editors, and media Relations management: Interviews with the press, writing press kits, special projects, fashion show management in different countries, strategic alliances and new business, speaking opportunities for my clients.

Achievements: Strategic alliance between The Royal Gala and Global Fashion Channel. Sponsorship of Elie Saab Mexico for Tamara Rojo, director of the London ballet on the red carpet of the DESPERTARES's event. Alliance with various showrooms in Los Angeles California and Mexico. Nomination for best costumes for Galo Bertín brand at the Fashion Film Festival de la Jolla. Celebrity placements for Abel López and Luciana Balderrama with actresses such as Fernanda Castillo, Mariana Treviño, and Tessa. Coordination of the Business of Fashion edition for Entrepreneur México magazine, from October 2017.

Clients: Arab Fashion Council, La Jolla Fashion Film Festival, the international stylist Irma Martinez, brands: Carmen Steffens (Brazil) Behnoode, Begada.

● PR manager

Benito Santos | Jan 2014 - Jan 2016

Job position: PR manager, 2014-2016.

Activities:

- Relations management: Interviews with the press, writing press kits, monitoring national news, clipping.
- Week's participation management: México, Helsinki, and The Dominican Republic among others.
- Relations management: clothing loan for editorials, red carpets, inven-

tory control.

- In charge of celebrities on fashion shows and special events
 - Shows management: Backstage, work with VIP, logistics.
 - Project management, sponsorships, and collaborations with brands.
- Achievements: Access to participate in the event: Mercedes Benz Fashion Week Mexico and sponsorship management for Front Row, generation of collaborations with the footwear brand Dione, management for the designer's participation in the movie "Qué culpa tiene el niño" by Karla Souza. Structuring of the area of public relations in the company, relationship with new stylists, media, and increase of brand notes in bridal and fashion media.

Education & Training

- 2012 - 2013 ● **Catholic University- San Antonio (UCAM), Spain.**
International Communications Management., Communications
- 2001 - 2004 ● **UNIVERSITY UNIVER**
Bachelor's in Communications Sciences,, Communications