



# Fernanda Díaz

Brand Manager (PR and Wholesale)

Madrid, Spain

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## Links

[LinkedIn](#)

## Languages

Spanish (Native)

English (Fluent)

French (Basic)

## About

Fashion and luxury specialist, with over 6 years of experience. I have experience in different areas such as communication, trend analysis, social media, wholesale and consultancy.

### BRANDS WORKED WITH

Maison Eisa

Universidad CEU San Pablo

No Solo Una Idea

Ágatha Ruíz de la Prada

## Experience



### ● Brand Manager

Maison Eisa | Mar 2021 - Apr 2024

Creating, building, and maintaining business relations with retailers such as Galeries Lafayette Paris and Doha, La Samaritaine, Le Bon Marché, Printemps, Fenwick, Liverpool México, Isetan Japan, Luisa Via Roma, Yoox Net-a-Porter, among many others.

Relationship management with international brands and buyers from boutiques and department stores.

Representation of the brand, helping to position and expand to international markets.

Creation, development, and implementation of B2B strategies.

Consultancy for brands in wholesale, PR and branding strategy, trend analysis, market research, etc.

Wholesale representation for SS and FW campaigns.

Advising wholesale buyers with their selection, considering their client's profile, average price, and collections best-sellers, among other important factors.

KPI analysis (margins, sales growth, orders, restocks, etc).

Sales trips to meet with buyers in Paris, Milan, Copenhagen, Barcelona, and other key locations.

Post-sales follow-up with buyers, to ensure they achieve a good performance with the brand.



### ● Teacher

Universidad CEU San Pablo | Dec 2019 - Now

Teaching of the following subjects:

Trend Analysis and Forecasting.

History of Fashion.

Wholesale Strategy.

PR and Communications.

Fashion Branding.

Being part of programs such as:

Trend Lab at Boosterwise Fashion Week Academy Mexico.

Fashion and Luxury Communication at Flip Flop College in collaboration with CEU San Pablo University.

Fashion Branding at Flip Flop College in collaboration with CEU San Pablo University.

Footwear Design at Flip Flop College in collaboration with CEU San Pablo University.



### ● Account Manager

No Solo Una Idea | Nov 2019 - Dec 2021

Elaboration of PR and communication plans, proposals, and pitching to clients.

Performance reports and media clippings.

Daily communication with editors to secure press for clients.

Day-to-day relations with key players such as press, stylists, brands, sponsors, institutions and influencers.

Influencer prospecting, relationship management, briefing, and nego-

tiation.

Planning and coordination of events and activations.  
Content design for digital and printed media.

- **Asistente en coordinación de eventos**

Ágatha Ruíz de la Prada | Nov 2017 - Oct 2018

Backstage assistant for Agatha Ruíz de la Prada in New York Fashion Week, Mercedes Benz Fashion Week Madrid and Mexico.

- **Influencer Marketing Manager**

| Jan 2016 - Dec 2019

Prospecting collaborations with brands, negotiation, and relationship management. I have worked with brands such as Starbucks, Maybelline, 21 Buttons, Pantene, Bioderma, Syoss, and Lush, among others.

Content planning and creation for social media.

Creation of media kits

## **Education & Training**

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2020 - 2021 ● **ENEB - Escuela de Negocios Europea de Barcelona**

Postgrado, Public Relations

2019 - 2019 ● **Istituto Marangoni**

Course, Fashion Luxury Specialist

2018 - 2019 ● **Esden Business School**

MBA, Fashion Business Management

2017 - 2017 ● **LCI Barcelona - Escuela Superior**

Course, Coolhunting and Trend Forecasting

2012 - 2016 ● **Universidad La Salle, A.C.**

Bachelors Degree, Graphic Design