



# Verónica Prato Peraza

Fashion Designer, Brand Manager Specialist

Paris, France

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## Links

[LinkedIn](#)

## Languages

English (Native)

French (Fluent)

Spanish (Native)

Portuguese (Work Proficiency)

Italian (Basic)

## About

Multi-skilled, passionate and detailed oriented professional with diverse experience in design, luxury and retail. A fast learner and proactive team player ready for service. Bold, curious and always up for the next challenge. Multilingual and knowledgeable digital native.

My professional experience covers the following range of endeavors:

- Luxury  
Customer experience  
Sales advice  
Fidelization  
Visual merchandising design
- Design  
Editorial and graphic design
- Fashion  
Production and management  
Planning (runway shows, events)  
Research
- Communications  
Writing & interviews  
Social media
- Management  
Hiring and HR  
Talent development  
Team management while remaining a team player

### ESPAÑOL

- Experiencia en diferentes áreas del retail, partiendo desde el diseño, producción, control de calidad, gestión de comunicación, venta, comercialización.
- Enfoque en research, redacción, edición editorial e informativa.
- Aplicación de conocimientos varios para la innovación de diferentes áreas.
- Management de equipos: encargada de organización, formación, acompañamiento y desarrollo profesional de colaboradores.

### BRANDS WORKED WITH



## Experience



### ● Chief Brand Officer

Uppercut-First | Jan 2021 - Now

- Conception of graphic chart and visual identity.
- Social media image development.
- Website design and development.
- Content creator for different media.

### ● Freelance Creative

| Nov 2018 - Now

### ● Store Manager

Champion Spirit | Jul 2021 - Feb 2023

- In charge of rebranding the company's image.
- Creation of brand book.
- In charge of brand management for partnerships, installations, activations, and events. (Le Bon Marché, Galeries Lafayette, Manor Genève, Cheval Blanc, Mandarin Oriental, among others.)
- In charge of negotiations and exchanges with potential partners, customers, collaborations, etc.
- In charge of VM, photoshoots, editorial releases.

- **Chef de Projet Boutique**

Champion Spirit | Jun 2021 - Feb 2022

- Opening of pop-up store at Le Bon Marché, Beaugrenelle and Publicis Drugstore.
- Collaboration development for Hublot.

- **Team Leader/co-manager**

Decathlon Chile | Nov 2017 - Nov 2019

Team Leader

- Opening of first store in Chile.
- Hiring and training of teams.
- Network development.
- In charge of fitness brand in Chile.
- Fitness brand VM.



- **Sales Advisor**

RIMOWA | Nov 2015 - Oct 2017



- **Sales Assistant**

Versace | Mar 2015 - Nov 2015

## Education & Training

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- 2013 - 2013 ● **École des sciences de la gestion (ESG UQAM)**  
Fashion Design,
- 2010 - 2011 ● **UQAM | Université du Québec à Montréal**  
Exchange program in Fashion Design and Management,
- 2008 - 2012 ● **Universidad del Pacífico (CL)**  
Diseño de Vestuario y Textil,