



# Camila Trujillo

Fashion Sustainability Re-  
searcher | Brand Director &  
Commercial Manager | Fashion  
& Retail Industries | London,  
UK

📍 London, UK

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## Links

[LinkedIn](#)

## Languages

English (Fluent)

Spanish (Native)

Italian (Fluent)

French (Basic)

## About

Passionate fashion researcher and brand director with six years of experience in commercial and brand management within the fashion and retail industries. Based in London, UK, my motivation and passion lie in contributing to a better future for fashion and our planet.

Skills: Strategic Planning | Problem-Solving | Analytical Thinking | Team Leadership | Sales & Negotiation | Market Research | Creativity Training & Development | Curiosity & Fast Learning | Resilience & Flexibility

As a designer with a strong emphasis on management, I creatively apply Design Thinking and The Business Model Canvas to develop and evaluate strategic products, services, projects, and experiences.

As a former researcher, I bring a unique psychological perspective to the analysis of consumer behaviour. Using mix-methods for identifying valuable insights to drive informed decision-making.

Let's connect and collaborate to shape a responsible and innovative future for fashion!

### BRANDS WORKED WITH

Adzg

BoConcept

F Escenografos

Inditex

Ochurus!

University of the Arts London

## Experience



### ● Postgraduate Researcher

University of the Arts London | Sep 2022 - Now

- Conducted quantitative and qualitative studies on motives and barriers of sustainable fashion consumption from a psychological perspective
- Created secondary research reports on the attitude-behaviour gap in sustainable fashion consumption using cognitive, developmental, and consumer behaviour approaches
- Researched the impact of communication and advertising on sustainable consumption decision based on environmental involvement levels



### ● Regional Commercial Manager

BoConcept | Nov 2019 - Jul 2020

- Multi-national luxury interior design and furniture company
- Implemented effective commercial strategies, achieving 10% revenue growth in under 6 months
- Led and developed a commercial team of 14 associates, improving KPIs by 22% in 6 months
- Managed key stakeholder relationships, including B2B clients and suppliers, fostering long-term partnerships and driving business growth.
- Successfully managed sourcing, purchasing, and inventory control, surpassing target levels, while overseeing country P&L and reporting directly to corporate headquarters in Denmark.



### ● Regional Brand Director - Stradivarius

Inditex | Jun 2018 - Nov 2019

- Global Fashion Brand
- Devised and executed successful commercial strategies for 12 stores, achieving a 10% increase in revenues and surpassing 2019 targets by 7%
- Led the integration of visual merchandising and commercial departments, assuming leadership of the resulting business line, fostering team empowerment and career progression
- Recruited and directed a team of 25+ store managers and 20+ visual merchandising employees



-Successfully implemented an RFID system, optimizing inventory management and enabling e-commerce

### ● **Flagship Store Manager - Stradivarius**

Inditex | Mar 2015 - Jun 2018

Global Fashion Brand

- Developed and executed impactful commercial strategies, resulting in 25% sales increase in the first year
- Implemented personnel strategies, reducing employee turnover, and increasing productivity by 35%
- Directed and trained a 35-associates sales team and headed regional training for new store managers
- Managed communications with Spanish headquarters, ensuring inventory fulfilment, order coordination, and strategic purchasing. Exceeded retail campaign goals and inventory targets

### ● **Fashion Styling Assistant**

Adzg | Mar 2015 - Jun 2015

Fashion Styling Company Fashion

- Organized pre-production and production for fashion photography and editorials projects
- Styled various TV personalities and provided fashion advice for TV show productions

### ● **Executive Producer**

F Escenografos | Jul 2013 - Aug 2014

Design and Production Company focused on BTL and Retail Spaces

- Established business relationships with new clients, elaborated and negotiated commercial proposals
- Executed pre-production and production of BTL events and lead assembly teams for the accomplishment of the projects

### ● **Executive Producer**

Ochurus! | Jan 2010 - Jan 2012

Executive Production Company providing Ad Agency and Artist Management services

- Managed relationships between advertising agencies and national and international artists, ensuring the closure of new businesses with clients and agencies
- Developed pre-production, production, and post-production for national and international projects

## **Education & Training**

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2022 - 2023

### ● **London College of Fashion**

Master in Science Applied Psychology in Fashion | Awarded £5,000 Post-graduate Scholarship, Fashion Business

2010 - 2022

### ● **Pontificia Universidad Javeriana**

Bachelor of Industrial Design | Management Emphasis | Honourable Mention Thesis, Design