



# Maria Teresa Navarro

E-Merchandiser

Paris, France

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## Languages

French (Fluent)

Spanish (Native)

English (Fluent)

## About

As a Digital Communicator, I bring a background in Digital Marketing and luxury retail/wholesale, coupled with a knack for fostering connections and meticulous attention to detail. With adaptability and a positive attitude, I aim to leverage my experience to enhance user experiences, optimize product selections, and drive online sales as an E-Merchandiser in a permanent role.

### BRANDS WORKED WITH

Hermès distribution France

Burberry

Monnier Frères

Gadget Salvation

Cooperación Grupo Romero

ASOCIACION CULTURAL PERUANO BRITÁNICA

PROMPERÚ

Christian Dior Couture, Lanvin, C. Kane & Balmain

## Experience



### Sales Advisor

Hermès | Nov 2021 - Jan 2024

- Personal sales: €150k/month.
- Welcome, inform, and offer Hermès products to clients.
- Visual Merchandising: Maintain and ensure the brand guidelines on the display.



### Content Marketing Manager

Gadget Salvation | Aug 2019 - Sep 2021

- Write optimized content in English (product pages & blog articles) for the website: GadgetSalvation.com. Result: SEO traffic increased by 127% in two years.
- Creation of the editorial calendar (Hootsuite) and project management (Jira).
- Management of visual content for website and social networks (images, videos, GIFs, stories).
- Management of two freelancers for content creation.
- Reporting via Looker Studio.
- Budget tracking and negotiation with agencies.
- Report bugs to the technical team.
- Monitor Digital trends



### Sales Advisor

Burberry | Apr 2019 - Jul 2019

- Contribute to sales growth through cross-selling techniques.
- Maintain the Visual Merchandising on the display.

### E-Commerce Customer Relationship

Monnier Frères | Aug 2018 - Dec 2018

- Customer management for the USA, UK, and FR markets via e-mails and calls.
- Make proposals to improve the customer experience on the website.
- Track orders / returns with Magento, and coordinate with after-sales service.



### Showroom Assistant

Christian Dior Couture | Jan 2018 - Mar 2019

Christian Dior Couture: January 2018 till June 2108  
 Lanvin: March 2018  
 Christopher Kane January 2019 till March 2019  
 Balmain : October 2019

- During the Paris Fashion Week, help to organize meetings with buyers

(B2B)

and implement the visual merchandising of the collection.

- Backing during photo shootings
- Support with invoicing, restocking, and logistics



● **Communication & Digital Marketing Officer**

Gadget Salvation | Jun 2016 - Jul 2018

- Elaboration of briefs and implementation of communication strategies for Social Media.
- Update content for the website.
- Creation of Newsletters and web banners using Adobe Creative tools.



● **Digital Project Manager Jr**

Grupo Romero | Jan 2015 - Aug 2015

- Set up and manage a website dedicated to employee loyalty.
- Coordination of the web development with the IT manager.
- Manage the implementation of the communication strategy for the loyalty program.
- Negotiate contracts with the suppliers.



● **Digital Marketing & Communication Assistant**

Británico | Jun 2013 - Dec 2014

Digital:

- Coordination with the digital agency for the communication campaigns.
- Proofreading and validation of the editorial planning in Spanish.

PR Coordination:

- Organization and supervision of promotional activities promotion (education fair, conventions).



● **Digital Marketing Assistant**

PROMPERÚ | Jan 2013 - Jun 2013

- Participation in developing digital strategies campaigns for US & LATAM markets.

## Education & Training

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2017 - 2019

● **Istituto Marangoni Paris**

Master, Fashion & Luxury Brand Management

2017 - 2019

● **The Manchester Metropolitan University**

Master, Luxury Brand Management

2015 - 2016

● **Paris Sorbonne Nouvelle III**

Degree, French Studies

2008 - 2009

● **IPAD**

Degree, Graphic Design

2007 - 2012

● **University of Lima**

Bachelor, Communications & Marketing