




# Beatriz Orozco

PRODCUT MANAGER

 Paris, France

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## Links

 [LinkedIn](#)

## Languages

Spanish (Native)

English (Fluent)

French (Fluent)

Italian (Fluent)

## About

Equally creative & business minded multi-lingual professional with experience in the US, Mexico, France and Italy.

My professional experience includes: distribution, luxury retail, deep knowledge of fashion history, and brand DNA. Experienced in product/collection development and trend research.

Passionate about the relation between fashion and society. Currently studying the impact of the pandemic in the fashion industry, during this time I have contributed with Radio France International and Universidad de la Salle Bajío in Mexico.

I am open to new professional challenges.

### BRANDS WORKED WITH

Elleme Contract

Gabriela Hearst

Global Brands Manufacture Ltd Permanent

Groupe Bon Marché : Le Bon Marché Rive Gauche Et La Grande Epicerie De Paris.

Resee.Com Internship

## Experience



### ● Assistante showroom

Gabriela Hearst | Jun 2019 - Jun 2019

- Showroom organization and merchandising, support during BtoB sales. Analysis of product sales.

### ● Production Development Executive

Elleme Contract | Jun 2020 - Dec 2020

- Development of luxury footwear collections. Coordinate design proposals for different seasons and handle them in their respective different stages.

Creation of spec and tech sheets. Launch of samples and daily follow-up with factories in Italy and Spain maintaining the relationship with them. Approve final samples and management of the manufacturing calendar. Fulfill deadlines:

prototypes, bulk production and delivery. Improvement of existing styles: costs, functionality and aesthetics.

- Sourcing of tags, labels, boxes, paper, hardware and more.

- Creation of the emblematic sunglasses of the brand: creative proposals, logo, sunglasses case, certificate and packaging. Design and follow-up of their

development with factories in China and Greece.

- Eco-responsible sourcing for the first PAP collection of the brand (Launch March 2021). Responsible of material tests and lab dips. Development of unique patterns and prints. Research of details and finishings. Communication between suppliers and factories.

### ● Product Assistant

Resee.Com Internship | Jan 2020 - May 2020

- Research on luxury brands. Market study, price and competition. Handle VIP customer relations. Identification of authentic luxury products. Product

photography and retouch. Creation and update of tech sheets : product information, description, composition and visuals.

### ● Sales Business Development

Groupe Bon Marché : Le Bon Marché Rive Gauche Et La Grande Epicerie De Paris. | Sep 2019 - Dec 2019

- Introduction of the brand Skinny dip into the French market.

Merchandising of Pop up store. Supply of merchandise according to

needs and  
coordination of deliveries .

● **Product Developer**

Global Brands Manufacture Ltd Permanent | May 2017 - Aug 2018

- Development of footwear collections for the US market. Elaboration of spec and tech sheets, launch and correction of samples. Handle budget management per project. Visit trade shows in order to research trends, find new suppliers.

Supply of leather and hardware. Retroplanning.

## **Education & Training**

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2018 - 2020 ● **IFA Paris**

Master of Business Administration - MBA, Gestión comercial y marketing en el ámbito textil y de la moda/confección

2016 - 2016 ● **FIDM**

Fashion Merchandising, Fashion Merchandising

2014 - 2017 ● **Universidad De La Salle Bajío**

Bachelor's degree, Industrial and Product Design

2013 - 2013 ● **EBC Escuela bancaria y comercial**

International Business, International Business