



Renata de la Siera

Sales and Project Management
Pro: Transforming Vision into Reality

📍 Bratislava, Slovakia

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About

BRANDS WORKED WITH

ETERNA

LERROS Moden

Marc O'Polo

Reusch International Spa

Experience



● International Sales and Project Lead

ETERNA | May 2012 - Dec 2023

- Developed brand partnerships for Germany's second largest business shirt brand in two European markets (Czech Republic and Slovakia). Increased sales by 40.2% between 2016 and 2023 despite pandemic and economic slowdown.
- Improved premium perception of products by reorganizing sales portfolio, redesigned visual merchandising and training of B2C sales associates. This resulted in ability to raise average unit selling price by 23,74%.
- Created and successfully managed several projects generating additional sales opportunities through indirect sales, digital marketing tools (CRM prospecting, direct mails, tools to improve customer relations) resulting in 95% customer retention rate.

● Head of Project's Operations and Brand Co-creator

| Mar 2020 - Dec 2023

- Successfully designed and implemented student-focused sustainable fashion brand around concept of capsule wardrobe.
- Secured strategic partnerships with two of top five international schools, exceeding initial sales projections by 150%. Demonstrated exceptional negotiation and relationship building skills, contributing to brand's significant growth.
- Empowered students through immersive and real-world design thinking workshops. Hands-on sessions cultivated next wave of entrepreneurs, providing participants with practical skills and insights to launch their own sustainable fashion brands in real-world scenarios.



● Project Manager for Fashion Franchise

Marc O'Polo | Jan 2012 - Jan 2015

- Independently managed 2014 marketing campaign for world's 8th largest premium casual wear brand, resulting in 35% increase in sales.
- Implemented comprehensive series of sales training sessions. Increased conversion rates by 25% in one year.



● Project Lead for Fashion Brand Expansion

LERROS Moden | Jan 2005 - Dec 2014

- Expanded client network from 4 to 60 in Slovak and Hungarian markets, demonstrating strong business development skills.
- Implemented high-impact visual merchandising strategies and organized effective sales training at client points of sale.
- Managed 2 franchise stores, secured 3 new franchise partners, and achieved consistent 18% annual sales growth while managing team of 5.



● Project Lead for Women's and Kid's Accessories

Reusch International Spa | Jan 2002 - Apr 2005

- Pioneered innovation in winter sports segment, introducing scented gloves and gloves infused with aloe vera to enhance customer experience.
- Crafted and launched series of children's accessories that topped European sales charts for three-years

Education & Training

- **University of Economics in**

Masters Degree in Business Economics,