



Rocío Martínez

Communication Fashion Specialist

London, UK

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Languages

French (Fluent)

Spanish (Native)

English (Fluent)

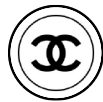
About

Public Relations professional with extensive experience in communication, luxury fashion and press office within luxury brands. Good working understanding of the fashion industry with an ability to build relationships. Experience includes work in communication through internal and external content, shoots, social media and events. Researched shoots locations and drove branding campaigns and press editorials in the Spanish fashion and media industry. Having a long-standing passion for the fashion industry, I would be keen to add value by utilising my fashion forecasting skills, industry awareness and strong work ethic.

BRANDS WORKED WITH

- Antena3 Tv
- AQUAZZURA
- BIMBA Y LOLA
- CHANEL
- Código Básico
- Communication and Events
- Fundación Hispano Cubana
- Luxury Experience
- Sandro, Selfridges
- School Nuestra Señora de la Sabiduría
- Showroom Designer Sara Naarro
- XR Personal

Experience



FASHION ADVISOR | ACCESSORIES/RTW SPECIALIST/FASHION LEARNING PARTNER

CHANEL | Jun 2019 - Aug 2023

Develop and provide high level luxury advice on our r

- Provide a personalised customer exper
- Bring first class customer service in line magazine "The Client Service Post"
- Develop CHANEL's Client Book by ange of classic CHANEL handbags and accessories. ience focused around the brand heritage and bespoke advise. with brand values having been mentioned numerous times in the CHANEL . establishing long-term relationships based on client choices, behaviors and previous purchase.

SUPERVISOR

Sandro, Selfridges | Sep 2018 - Jun 2019

Assisted the management team in the daily/weekly and monthly sales activities while preparing detailed target briefs to cascade to staff members.

- Planned and delivered training programmes for team members providing feedback and communicating the company's goals as well as preparing bi-weekly staff trainings on product and brand campaigns.
- Handled customers' complaints and order requests.



ASSISTANT SSISTANT MANAGER

BIMBA Y LOLA | Jan 2018 - Sep 2018

Assisted the manager with forward planning

- Managed in store visual merchandising and strategic thinking to set achievable targets . .

MANAGER

Código Básico | Mar 2016 - Jun 2017

Responsible for managing staff and assigning duties to achieve the daily targets.

- Created team rotas, delegated tasks and set daily, weekly and monthly targets.



FASHION COMMUNICATION SPECIALIST | Auchic

Luxury Experience | Mar 2014 - Jul 2015

and advertising campaign Madrid (Spain) needs. March 2014 – Jul 2015

- Facilitated communication and advice in the fashion industry through verbal, written and audiovisual campaigns
- Gave communications advice to a range of stakeholders in the fashion industry by exploring new concepts of self expression and identity.

● FASHION ENTREPRENEUR

XR Personal | Feb 2011 - Oct 2017

Designed and developed my own personal shopper project securing a portfolio of clients.

- Contributed to growing social audience and ensure excellent relationships with editors and industry influencers.
- Organised photo shoots, fashion workshops and events being responsible for
- Developed luxury and personalised shopping experiences to address client's
- Provided shopping services around suitable colors, cuts and designs.

● COMMUNICATION & PRESS MANAGER

Showroom Designer Sara Naarro | Jul 2011 - Jul 2012

Wrote and edited press releases, web content and marketing material to communicate brand activities and values.

- Supported external and internal communication strategies based on market analytics and target audience
- Managed and maintained media relations

● COMMUNICATION & PRESS MANAGER

Communication and Events | Sep 2009 - Jul 2010

hips in order to update and present new collection releases. Communication and events (Spain) Sep 2009 – Jul 2010

- Designed, set up and led communication actions for the organization and coordination of corporate events.

● COMMUNICATION & ENGAGEMENT SPECIALIST

Fundación Hispano Cubana | Sep 2008 - Dec 2014

Drafted and edited the language and literacy

- Organised cultural events to increase of the "Hispano Cubana Magazine". awareness through the presentation of "International Human Rights Awards granted to distinguished personalities for the advocacy of Human Rights and freedom in Cuba. "

● FOREIGN LANGUAGE TEACHER

School Nuestra Señora de la Sabiduría | Feb 2002 - Jul 2007

Specialised in Foreign Languages, mainly French.

- Conflict management and students 'coaching

● ASSISTANT

Antena3 Tv | Sep 2001 - Feb 2002

Managed the arrival, preparation and movement of international

- Worked in a fast paced environment and Public Relations guests of television programs. planning the production's department schedule.

● Client Advisor

AQUAZZURA | Sep 2023 - Now

