



Michelle Rivelli

Product manager

Valencia, Spain

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Languages

Portuguese (Native)

Spanish (Work Proficiency)

English (Fluent)

About

Professional Profile

BRANDS WORKED WITH

BV Private Label

Cambuci SA

Decathlon International

Lemoncola Brand

Ysabel Mora

Experience



● HEAD OF PRODUCT

Ysabel Mora | Apr 2021 - Now

- Creative and Product manager focused on Complements, Accessories, Home Wear and Beauty lines
- Responsible for strategic planning, product mix definition, design's approval, large
- Scale's negotiation with China and Italy
- Market analysis and Coolhunting
- Controlling the process throw all steps of go to market
- ODOO analysis



● PRODUCT MANAGER

Cambuci SA | Feb 2020 - Apr 2021

- Product and Design Team Manager
- Market Analysis, Branding and Benchmarking
- Engagement with UX, e-commerce, social media, business intelligence and marketing team
- Defining short, medium and long term strategies
- Responsible for Monitoring and analyzing KPI, product life and range performance

● LEADER OF PRODUCT AND BRAND

Decathlon International | Oct 2014 - Feb 2020

- Leader in charge of local textile product development, quality, negotiation and industrialization
- Development of finished goods accessories and synthetic textile
- Seasonal international trips for Trends research and Supplier audits
- Brand management and development
- Responsible for Monitoring and analyzing KPI, product life, budget and range performance
- Engineering Production's team leadership

● FASHION DESIGNER

BV Private Label | Feb 2012 - Oct 2014

- Coordination of development department, in charge of principal accounts, such as C&A and CARREFOUR
- Leader of e-commerce's project
- In charge of supply chain, Product Development and Cool Hunting
- Seasonal international trips for Trends research
- Interface with suppliers and buyers

● Fashion Designer

Lemoncola Brand | Jan 2011 - Jan 2012

Education & Training

2020 - 2022

● PUC

Master Marketing, Branding and Growth, MBA Marketing, Branding & Growth

- 2010 - 2010 ● **Grafton Academy of Dress Design of**
Fashion Design, Fashion Design Course
- 2010 - 2011 ● **Abbey College Dublin**
Business Management Diploma, Marketing, Management and English
- 2009 - 2013 ● **FMU**
Degree, Fashion Design Graduate