



# Maria Ros Jones

I consider myself as someone very passionate and curious, a team-player, analytical and proactive..

Paris, France

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## Links

[LinkedIn](#)

## Languages

French (Work Proficiency)

Spanish (Fluent)

Catalan (Fluent)

English (Fluent)

## About

I am passionate about fashion, retail, cosmetics, trends and applied artificial intelligence. I have developed my career on Marketing, PR and Operations, and would love to keep growing as a professional in these areas.

In my past work experiences, I have taken part in challenging projects in Spain, Portugal, Andorra, France and Monaco. By working in a diverse workplace, I have acquired cross-cultural and adaptability skills and learnt how to deal with complex situations and limited resources.

I love taking part in challenging projects and getting out of my comfort zone!

### WHAT MAKES ME UNIQUE?

#### PROACTIVE AND LEADERSHIP:

Not only I've always been a leader in my personal life but also in the workplace. I'm a people's person. I am very understanding, empathetic and have outstanding interpersonal and communication skills. It is very easy for me to get along with people and motivate them to work towards a common goal, enhancing everyone's growth. I always have initiative and I love sharing ideas and thinking outside of the box, and part of this is what makes me a good leader.

#### RESOURCEFUL AND FLEXIBLE:

Working in the fashion industry, post-covid, has given me the opportunity to work in a fast-paced environment with lots going on. All the events were back on, a lot of market re-adaptability strategy-wise and sales targets higher than ever. During these past couple years I have developed a critical-thinking mindset, problem-solving skills and capacity to adapt.

#### PASSIONATE, CURIOUS AND TALENTED:

I am an ambitious person, constantly seeking out new learning opportunities. I am always reading or listening to something that may teach me or broaden my knowledge in different aspects. In the workplace I do not mind asking questions, having initiative, proposing ideas and exploring different paths and strategies.

Let's talk! I would love to connect with you! Please feel free to reach me at: [rosjones.m@gmail.com](mailto:rosjones.m@gmail.com)

### BRANDS WORKED WITH

Luxottica

Megasport S.A.

Optiassets

Rapsodia

## Experience



### ● Business Manager

Optiassets | Sep 2022 - Now

Responsible of all Operational, Business Development and Sales activities  
Developed all Marketing projects (marketing strategy, collabs, sponsorships) across Europe  
Planned and implemented the PR and Comms Strategy across Europe (Monaco, Spain, Italy, France, Switzerland) within budget  
Developed and improved client relations (negotiation – saving up to 22%, follow-up)



### ● Responsible for Retail Marketing

Luxottica | Jul 2021 - Sep 2022

Implemented and followed-up all the brand's guidelines, campaigns and launchings across Iberia withing budget and deadlines  
Analyzed sales to identify insights and carried market research to analyze trends, best practices and competitors  
Carried out all Trade Marketing and VM activities for all brands in the

Iberian market, growing revenue for +18 stores  
Planned and implemented the PR and Communications Strategy across Iberia (Andorra, Spain and Portugal) within budget  
Coordinated projects with internal and external associates (suppliers, field teams, agencies, regional managers)

- **Responsible for Marketing & Communications Junior**

Megasport S.A. | Jan 2020 - Jul 2021

Implemented the 13 brands' global marketing strategies to local markets (Spain, Andorra and Portugal)

Planned and carried out relevant events and influencer marketing for the different brands across the 3 countries

Created an omnichannel marketing strategy and experience in all of our +300 POS (B2B, B2C, online and offline channels, influencer marketing), consistently with the global guidelines of each brand

Defined, coordinated and implemented the annual Trade Marketing Plan within budget

Analyzed the season's data to draw valid inferences and provide key insights (sell-in and sell-out) and readapting the approach



- **Marketing and PR Intern**

Rapsodia | Jun 2019 - Sep 2019

Assisted with planning and executing marketing objectives for events

Participated in the collection's development and launching

Supported localization, design and development of local and global projects and online advertising campaigns

Prepared weekly and monthly analytical reports and presentations of the products' and collections' performance