



# Micaela Diaz Ayala

Fashion Designer Specializing in Content Creation and Communication

Paris, France

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## Links

[Website](#) [Blog](#)

[LinkedIn](#)

## Languages

English (Fluent)

French (Fluent)

Spanish (Native)

Italian (Basic)

## About

Trilingual fashion entrepreneur with design, brand ownership, and international experience. Meticulous, creative, and solution-driven. Highly organized and adept at multitasking, blending artistry with practicality.

### BRANDS WORKED WITH

Agatha Ruiz de la Prada

ESTIDO

Foot Locker

Gav Sport

Maison Margiela

Sastreria Cornejo, S.A

## Experience

### Principal CEO

ESTIDO | Dec 2020 - Now

Founder of the unisex ready-to-wear brand ESTIDO, made in Bolivia. [www.sehaestido.com](http://www.sehaestido.com)  
Artistic direction and brand management.  
Coordinated communication and visual strategy.  
Product Development and controlled of the marketing, branding and distribution.



### Press Assistant

Maison Margiela | Jun 2023 - Dec 2023

Coordination of shopping requests France, International and Digital: shipments, returns and packing.  
Event organization and participation.  
Merchandising and tidying the Press Showroom.  
Proficient in handling press inquiries.



### Visual Merchandiser Assistant

Foot Locker | Jan 2022 - Aug 2022

Integrated visual and creative solutions to attract, engage and motivate purchase.  
Updated of displays to promoted new product launches. Responsible for store organization.

### Marketing Communication Manager

Gav Sport | Sep 2020 - Sep 2021

Content creation and campaign management.  
Organization of shootings and productions.  
Developed the brand strategy on social networks and print.

### Studio Assistant

Sastreria Cornejo, S.A | Jul 2019 - Aug 2019



### Studio Assistant

Agatha Ruiz de la Prada | Mar 2019 - May 2019

## Education & Training

2022 - 2023

### EFAP - École des nouveaux métiers de la communication

Master of Business Administration - MBA, Communication in Fashion Industries

2021 - 2022

### Université catholique de Lyon

DUEF: University Diploma of French Studies,

