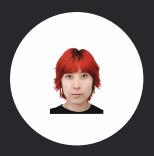
Dweet



Micaela Diaz Ayala

Fashion Designer Specializing in Content Creation and Communication

Paris, France

Portfolio link

Portfolio file

<u>View profile on Dweet</u>

Links

☑ Website



in 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

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,

2016 - 2020 UDIT University of Design, Innovation and Technology Bachelor's degree,