



Lidia Diaz Cano

Product Stylist Coordinator

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Languages

Spanish

English

About

I am a driven individual who has a strong work ethic and is looking to contribute my skills to a passionate team. My degree has helped me to thrive under pressure and stay focused on the task at hand. I have developed excellent communication skills through customer service experience and take pride in the work I do. I am bilingual, having Spanish as a second language which has proven useful in my previous jobs. I am looking to contribute my experience to a company and develop new skills to a high standard.

BRANDS WORKED WITH

CLOTHES & FABRIC

GTMP STORE

PLYMOUTH GIN DISTILLERY

Serco Group

The Range

VINTAGE PARADISE - PLYMOUTH

Experience



● Product Stylist Coordinator

The Range | May 2023 - Now

As a Product Stylist Coordinator, I bring a genuine passion for interior design and a flair for creativity to meticulously organize and coordinate photoshoots. Collaborating seamlessly with internal teams, I excel in translating fresh and on-trend ideas into captivating visual narratives that align with the project's aesthetic vision. Through effective communication and collaboration, I liaise with Head Office teams, curating mood boards, sourcing props, and ensuring timely execution of every aspect. My track record reflects a commitment to delivering compelling photoshoots that showcase products at their best while staying attuned to the latest design trends.

● Store Supervisor - Vintage Paradise

VINTAGE PARADISE - PLYMOUTH | Nov 2022 - Now

After a probation period at GTMP Store, I was offered a position as store manager for VP who have partnered up in the GTMP Plymouth Store. My role consists of the organization as well as presentation within the store. Making sure to have excellent engagement with the customers and get them involved in our organized events. I also have the responsibility of making content for the VP's social platforms such as taking pictures and making tik tok for the new stock coming in store, speaking to founders on a regular basis and finally taking care of my own rota.

● Supervisor - GTMP

GTMP STORE | Aug 2022 - Nov 2022

My role at GTMP Consists of being a confident team leader to hold momentum for the rest of my team in order for everyone to thrive on sales on a day to day basis. Making sure we interact with customers and help them by going an extra step is important to the company as we encourage customers to buy pre-worn vintage pieces to promote sustainability/recyclability. We make sure all stock is steamed and maintenance of the store is well looked after. Promoting the brand on Instagram and creating Tiktoks is one of the roles we take on to promote and create audience engagement for our socials.

● Brand Home Host - Plymouth Gin Distillery

PLYMOUTH GIN DISTILLERY | Mar 2022 - Aug 2022

My duties whilst working at the Refectory bar consisted of greeting customers and delivering excellent customer service. I also worked behind the bar making tour drinks and creating pristine cocktails with great attention to detail, whilst making sure the maintenance of the bar is up to date.

- **Internship - Project Plan B**

CLOTHES & FABRIC | Oct 2021 - Mar 2022

During my time at Project Plan B, I've been able to develop confidence in quick decision making, have enhanced my skills in working with software such as Adobe Illustrator and Microsoft Software which is a crucial part of the progress in creating lasting garments. I was able to learn about the processes they use within the company which focuses on circular economy within the fashion industry and was able to deliver and collaborate in projects briefs. At the end of my internship, I was given the opportunity to produce a sample collection for my brand Dicano.

- **TRAFFIC SUPERVISOR**

Serco Group | Jan 2021 - Feb 2022

Whilst working on the Covid-19 test site over the past year or so, I have gained experience in dealing with supply and demand, learning how to work well under immense, time sensitive pressure and maintaining clear communication over a large site.

Education & Training

- **Plymouth University of Arts**

Bachelor of Arts,

- **West Kent College**

in Art and Design BTEC Extended Diploma in Art and Design,