

ANDREA MARTINEZ

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EDUCATION

Ai Miami International University of Art & Design | Miami, FL

Dec 2014

- Associate of Arts Degree in Fashion Merchandising
- Dean's Honor's Roll

Universidad Monteávila | Caracas, Venezuela

July 2012

Bachelor of Arts Degree in Mass Communications

WORKSHOPS

Centro de Diseño Digital | Caracas, Venezuela

Aug 2007

Digital Graphic Techniques, Visual Communications Photoshop CS, Illustrator

Universidad Monteávila (Communication Faculty) | Caracas, Venezuela

Jun 2008

Cultural Traits of Global Communications

Universidad Monteávila (communication Faculty) | Caracas, Venezuela

Jun 2011

Advertising and Media

FASHION SHOW ACTIVITIES

Wardrobe Consultant

- A Night on the Runwade , Moore Building | Miami Beach, FL
- Mercedes Benz Fashion Week Swim, Raleigh Hotel)

Sept 2013

Jul 2013

PROFESSIONAL EXPERIENCE

PRIBRAND | Venezuela, Dominican Republic, Panamá, Aruba

Aug 2012 | Jun 2013

Marketing and Communications Coordinator

- Developed overall marketing strategy and annual advertising plans for Vestimenta, (fast fashion chain of stores) and BCBGMAXAZRIA belonging to the same group.
- Created concepts for preparation of final art and copy for print media
- Developed and implement special events, direct marketing campaigns and social media
- Prepared, executed and followed budgetary guidelines

REDVESTIR.COM | Caracas, Venezuela

Nov 2011-Apr 2012

Special Event Director

- Organized complete special event conference "Redvestir.com Fashion Event and Media"
- Administered company web page and all social media
- Created content and updated all posted media contents

FM CENTER Radio Station | Caracas, Venezuela

Oct 2010- Jul 2011

Field Reporter | radio program "Nos Vemos a la Salida"

- Interviewed students from various schools in vicinity.
- Administered company web page, updated interviews, photos, of radio program activities

Production Assistant | radio program "La Hora del Burro"

- Researched and located daily news for different segments of radio program
- Participated in preparation of scripts for on air broadcasting.
- Greeted and briefed all invited guests

SKILLS SUMMARY

Marketing Communications

- Social Media | Event Planning | Public Relations / Press Kits
- Fashion Journalism | Styling | Trend Forecasting | Visual Presentation

Business and Strategic Planning

- Branding | Market Research | Promotional Planning | Advertising

Fashion Buying & Merchandising

- Assortment and Six Month Planning
- Product Development
- Retail Marketing

COMPUTER/LANGUAGES:

- Adobe Photo Shop and Illustrator
- Microsoft Excel, PowerPoint, and Word
- Bi- Lingual: English and Spanish