



# CLAUDIA ALVES

MARKETING ANALYST

## EXECUTIVE SUMMARY

I am a marketing professional seeking a full-time position in a dynamic company. I draw heavily on my experience in retail management and market research.

## SKILL SET & EXPERTISE

Retail Management  
- Consulting (Sales and Marketing)  
- Budget Control  
- Visual Merchandising  
- Account Management  
- Brand Development  
- Market Research

## CONTACT INFORMATION:

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## CAREER HISTORY

### Marketing Specialist

FUSCHIA FEDORA, INC. | JULY 2016-PRESENT

- Develops and executes the company's social media strategy
- Conducts market research for new product lines
- Creates branding collaterals for various clients

### Senior Brand Manager

MESSY MUSTACHE CO. | JUNE 2011-JUNE 2016

- Led successful launch events for over 10 new stores
- Handled visual merchandising projects for the company
- Spearheaded a viral social media campaign

## ACADEMIC BACKGROUND

### University of Denka

BA IN MARKETING COMMUNICATIONS | JUNE 2010

- Graduated with honors (GPA: 3.76)
- Consistent Dean's Lister
- MarCom Queen, 2009
- Student Council Vice President, 2010
- Member, Junior Marketers of Denka

### Royal School of Design

CERTIFICATE IN RETAIL MANAGEMENT | JULY 2012

- Short course in retail and store management
- Included on-the-job training with 3 partner companies
- Completed coursework ahead of schedule

## PASSION PROJECTS

- Voice4Boys: Self-esteem development for abused boys
- MarComBack: Annual learning convention for practitioners in Marketing Communications