

M.CAMILAVANEGAS

BRAND | COMMUNICATION | MARKETING | EVENTS



Marketing, Brand and Events Manager with 15 years of experience creating, leading and executing online and offline marketing campaigns and strategies, launching and positioning brands internationally in the retail, fashion, luxury, education, personal development and creative industries for both multinationals and Start-Ups. I have an extensive international career, speak 5 languages (ENG, ESP, IT, FR, CAT) and have strong skills in project management, consulting, digital marketing, decision-making, problem-solving and driving results, leading and developing teams of +25 people, for +15 markets, focusing strategies on conversion funnel, ROAS, sales, traffic, reach, awareness and NPS.



RECOGNITIONS & AWARDS

- **Kuestiona 2023:** Top 1 in reach with an NPS of 100% in the 1st awareness event (intangibles sales) in BCN with +1500 attendees, 100 speakers, 70 sponsors, 400 volunteers and closure concert.
- **H&M 2020:** Breaking sales record in the opening event of Department store for 1 month, positioning Colombia in the top 1 in sales worldwide.
- **Adidas 2017:** One of the 20th finalists of the TALENT CAROUSEL internal contest, among 30,000 candidates worldwide, with the support of the entire Latam office (+500 employees).
- **Adidas 2017:** Member of the ADIDAS-PARLEY Social Responsibility and Sustainability Committee.
- **Adidas 2016:** Award for the best execution of marketing campaigns in all of Latin America.
- **Adidas 2015:** Award for passion and performance in Colombia among 60 employees.
- **Polimoda 2014:** Graduated with honors from the Master in Marketing Management and awarded for the best degree project.
- **Polimoda 2013:** Chosen as delegate of the Master in Marketing Management.
- **Polimoda 2013:** Collection exhibited at the @SUPER Fashion event in Milan.

- **iiwana 2013:** Recognition on "Fashion TV" for the innovation in the design of silhouettes and fabrics.
- **iwanna 2012:** Special guest on the TV show "Muy Buenos Dias" as an example of entrepreneurship.
- **Polimoda 2012:** Dress published in @TAKE ME magazine in Poland.
- **LaSalle College 2009:** Invited to Vancouver Fashion Week. Best creative collection.
- **LaSalle College 2009:** Award for the best digital portfolio and the best computerized illustrations.
- **LaSalle College 2008:** First student to transfer from Colombia to Canada, creating the possibility of exchange for 120 more students.
- **LaSalle College 2008:** Scholarship for recognition of achievements and best academic performance.
- **CESA 2007:** Recognition for the best business case in business administration, among 90 students.
- **Gimnasio Femenino 2004:** Graduated from high school with honors.
- **Gimnasio Femenino 2003:** Finalist in the inter collegiate mathematics olympiads, representing the school.
- **Colegio CIEDI 2003:** Medal for academic excellence, among 50 students.
- **Colegio CIEDI 2002:** Nominated responsible for the School's newspaper and radio channels, whose communication is in English.



EXPERIENCE

KUESTIONA SPAIN

Projects & Events Director

2022-2024

2019-2020

H&M COLOMBIA
Head Marketing Director

EXITO COLOMBIA

Head Marketing Brand Director

2019

2016-2018

ADIDAS LATIN AMERICA
Marketing Manager

ADIDAS COLOMBIA

Marketing Specialist

2015-2016

2014

G. MORELLI ITALY
Assistant Product Development

IIWANA COLOMBIA

Owner, Founder, Designer

2010-2013

2009-2011

AMANO U.S.A.
International Sales & Marketing coordinator



SKILLS

Leadership
Results oriented
Strategy & Planning
Problem solver
Decision maker
Project Management
Ownership & driver



LANGUAGES

English	Fluid	C2
Spanish	Native	C2
Italian	Fluid	C1
Catalán	Mid-level	B2
French	Mid-level	B1



DIGITAL

Google Analytics
Photoshop & Illustrator
Microsoft Office
Wordpress
Trello & Asana
Google Suite



HOBBIES

Travelling
Yoga
Sports
Nature
Meditation
Design



EDUCATION

2022 MASTER'S DEGREE IN LEADERSHIP & PERSONAL DEVELOPMENT Kuestiona España	2021 MASTER'S DEGREE IN YOGA TRAINING Sri Sri El Arte de Vivir	2014 MASTER'S DEGREE IN MARKETING DIRECTION Polimoda Italia	2013 BACHELOR DEGREE IN FASHION DESIGN Polimoda Italia	2009 BACHELOR DEGREE IN FASHION & GRAPHIC DESIGN LaSalle College Canadá	2005 BUSINESS ADMINISTRATION & ENTREPRENEURSHIP CESA Colombia
---	---	--	---	--	--



ENTREPRENEURSHIP

WHAT HER EYES CANT HIDE
IG Blog
Conscious journey
@si_mis_ojos_hablaran_

CABO DE LA VELA
Men's beach & swimwear

IIVANNA
Women's bikinis & swimwear



CERTIFICATIONS & TRAINING

MAYEUTIK COACHING
Kuestiona (attending)

TEAM LEADERSHIP COACHING
Coach Melanie Amaya

D.I.S.C. TRAINING
IQMulti - Isabel Oviedo

YOGA TEACHER
Sri Sri School of Yoga

MINDFULNESS & STRENGTHS
Luz Estella Jara

REIKI USUI - LEVEL I & II
DAIMA Exp - Daniel Sánchez

HEALING WITH CRYSTALS
SEIKI - Andrea Cuellar

SAHAJ SAMADHI MEDITATION
Sri Sri School of Yoga

SUDARSHAN KRIYA
Sri Sri School of Yoga

DEEP DIVE KRIYAS & PRANAYAMAS
Sri Sri School of Yoga



INTERNATIONAL TRAJECTORY



HOME

2ND HOME

2008 - 2009

2011 - 2014

2014

2016 - 2018

2021...



Create and lead projects and face-to-face experiences at Kuestiona:

- **Goal:** Top to bottom design, strategy, planning, development, scheduling and execution of events and initiatives to increase sales, community, reach, brand visibility and followers. Coordinate, align and track all resources.
- **Results:** Implemented the first conscious & awareness festival in BCN, with 15 h of entertainment, +100 speakers/workshops, +1,500 attendees, 70 sponsors, 400 volunteers, with an NPS of 100%. • Implemented 2 retreats of 3 days each, selling all the places (50) 4 months in advance, saving 70% of the marketing budget, connecting 38% of the attendees to the core masters, with an NPS of 100% and a 25% profit. • Executed 25 workshops of 2-4 h each, for 50 people, with 100% of the call in all of them and SOLDING OUT 15 of them. Increased community and followers by 30% and 10% in master's sales with an NPS of 96% • Achieved over 300 attendees in 15 informal online meetings (Kedadas Online) of 2 h each, increasing 30% in master's sales through connection and awareness, increasing the community by 45% and acting as the moderator.

2019 - 2020 COLOMBIA

Lead store openings and penetration of H&M brand in Colombia:

- **Goal:** Execute and adapt the communication and marketing strategy for the brand expansion plan in Colombia and coordinate, align and monitor all resources involved. Grow brand recognition.
- **Results:** Led the opening events of 10 stores in Colombia, with waiting lines of +1,500 people, achieving the highest sales worldwide in the opening of Medellin's 1st store with +500K USD sales in 1 day, surpassing the next one by 35%, with 93% in recognition and 74% in brand persuasion, exceeding the global average by 25%. and positioning the country in the top 10 for 1 month.

Lead H&M's team and marketing strategy in Colombia:

- **Goal:** Adapt and execute +1,500 marketing campaigns in Colombia according to the global plan (Sweden) with a budget of €100 MIO, 5 people in charge and focusing the campaigns on reach, conversion and brand positioning.
- **Results:** Led the Johanna Ortiz x H&M campaign, attracting +2,500 people at the launch, reaching a ST of 93% with +900 units sold, exceeding the impressions KPI by 183% and selling out the collection in 3 days. I saved +35% of the budget during the COVID-19 situation and implemented a digital reservation platform to keep traffic controlled.

Lead GRUPO EXITO's team and marketing strategy in Colombia:

- **Goal:** Design the new marketing strategy and commercial plan for EXITO's brand for both retail and e-commerce channels in Colombia, with a team of +15 people in charge.
- **Results:** Shortened the 70th anniversary core campaign by 10 days and exceeded sales by 115%. Launched the APP with 50k downloads in 1 week, 1 MIO in 1 month and \$1,500 MIO in sales in 1 month. I reversed the email marketing process, focusing the strategy on effective clients, increasing CR by 17% and retention by 78%.

2016 - 2018 LATIN AMERICA

Lead the execution of campaigns for 4 categories in ADIDAS for 15 Latin American markets:

- **Goal:** Define and adapt the strategy and execution of +1,500 marketing campaigns, leading a regional team of 25 people, focusing strategies on ROI, conversion and profitability.
- **Results:** Contributed to the growth of the 5 categories by +15%, creating and executing an activation toolkit in 300 stores, increasing Running sales by 13% with a retail participation of 61% and a gross margin of 66% in the Ultraboost ATR collection. Increased traffic by 68% and conversion by 30%, increased NPS to 97% and kids sales grew by 15%.

Implement and grow the digital strategy at ADIDAS in 15 Latin American markets:

- **Goal:** Contribute to implement and grow the digital strategy in the Latin American market, bring traffic from retail to the e-commerce channel and implement digital platforms to reduce times, improve processes and have efficiencies.
- **Results:** Saved 37% of the budget thanks to the implementation of Digital Platforms, increasing the supplier's network and consolidating reports in a clear and efficient way. We managed to redirect traffic from retail to e-commerce, through alliances, discounts, exclusive collections and loyalty programs, increasing e-commerce traffic by 48%. I contributed to the growth of the digital channel by 45%.

2015 - 2016 COLOMBIA

Lead the opening events and brand visibility for ADIDAS Originals in Colombia:

- **Goal:** Execute and adapt retail marketing campaigns, activations and launch events for +150 stores in Colombia.
- **Results:** Led the opening events of 10 Originals stores, doubling sales at launch events, increasing units sold by 30%, with a +35% profit. I achieved 20K EUR sales in 8 h in the first opening event, with a waiting line of +1,000 people. Expanded the category participation by 45%. We sold +500 units in 2 hours in the Pharrell Williams' collection and SOLD OUT the entire collection in 3 days. In 4 Kanye West YEEZY collections, we sold all units in less than 1 hour.

2015 ITALY

Assist in the product development for Gruppo Morelli in Italy.

- **Goal:** Manage and execute the delivery of leather collections for luxury brands such as Calvin Klein, Gucci, Valentino, Chloè, Loewe and Ralph Lauren, among others.
- **Results:** Ensured the highest quality standards before established deadlines for more than 10 brands such as Ralph Lauren, Gucci, Valentino, CK, etc., reducing delivery times from 1 week to 2 days by re-designing and simplifying the production processes and monitoring.