

# CAMILA QUINTERO



## CONTACT

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## PROFESSIONAL SKILLS

Microsoft Word  
Microsoft Excel  
Microsoft Powerpoint  
HTML/CSS  
Tableau  
Adobe (Photoshop, Indesign, Illustrator)  
Shopify  
Omnisend  
Mailchimp

## LANGUAGES

Bilingual (Proficient in Spanish & English)

## PERSONAL ATTRIBUTES

Adaptive learner  
Organized  
Consistent  
Dynamic planner  
Deadline conscious  
Fluid thinker

## INTERESTS

Sustainable fashion  
Startup investing  
Reading  
Art

## AWARDS/ ACCOLADES/ RECOGNITIONS

Normou: Only intern that received a return offer (brand manager/marketing consultant)

University of Miami Dean's List (Fall 18', Spring 19')

Parsons School of Design Dean's List (Fall 19', Spring 20', Fall 20', Spring 21')

## ABOUT

Camila is a full-time business owner, and part-time assistant manager, with an entrepreneurial spirit and a wide breadth of experiences in multiple industries, from real-estate, to fashion, to interior design, seeking to change paths and find an entry-level full-time position as a strategic consultant. Throughout her college career she has shown skills in communication, story-telling, strategic management, problem solving, risk-management, and business design.

## WORK EXPERIENCE

### E-Commerce Manager & Research Assistant, NORMOU | Feb 2021 - Present

- Conducted market research and acquired 4 sustainable brands to sell on our platform
  - Acquired brands improved sales by approx. 25%
- Created E-mail Marketing campaigns with strategic content plans such as New Arrivals or Brand Announcements and evaluated sales + user engagement performance
  - Increased user interaction by 10.4%
- Managed the complete onboarding process for all sustainable fashion brands joining the retail platform through Shopify; responsible for store inventory, strategic digital product display, and launch campaigns
  - Optimized inventory purchasing schedules to improve cashflows for the company

### CEO/Founder, AREKIN (Instagram: @arekin.foods) | Aug 2020 - Present

- Launched a healthy arepa e-commerce business by identifying an opportunity in the market through competitive analysis, macro trends, and a projected income statement.
- Managed strategy and operations of the business (business model, production, social media strategy, content, and sales)
- Increased customer base through Social Media Marketing, and performed surveys, cultural probes, and focus groups to increase customer satisfaction

### Social media manager, ATITEXTILE | May - Jul 2021

- Increased social media platform following by 27% through dynamic social media strategies that leveraged demographic pattern recognition
- Synthesized/cemented over 100 relationships with brands, and offered customers our service
- Handled trim charts and tech packs for accuracy to improve production and decrease costs

### Marketing Intern, BERKSHIRE HATHAWAY - EWM REALTY | May - Nov 2020

- Created promotional content about properties for Marketing campaigns
- Assisted with direct E-mail Marketing by analyzing email formatting and adjusting email structure to maximize client interaction, and handled website for accuracy about properties

### Assistant Manager, LANHTROPY | Jul - Aug 2019

- Monitored Shopify product inventory including product descriptions, images, and promotions.
- Managed existing and incoming inventory through an Excel assortment plan
- Fulfilled shipping orders on time, sold merchandise, organized and tagged samples for showroom and in-store rack

### Marketing Intern, MASHUP INTERACTIVE AGENCY | May - Jun 2019

- Created Marketing campaign and content strategy for Deezer, a music streaming service, alongside the head of Marketing
- Assisted in digital strategy, measured data analytics, and contacted micro-influencers

## EDUCATION

BACHELOR OF BUSINESS ADMINISTRATION, MAJOR IN STRATEGIC DESIGN AND MANAGEMENT, MINOR IN DATA VISUALIZATION

Parsons School of Design | Aug 2019 - Dec 2021

**GPA: 3.79/4.0**

University of Miami | Aug 2018 - May 2019

**GPA: 3.82/4.0**