

# ALEXANDRA HIGUERA

## CONTACT

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in alexandrahm

📞 514-475-2633

## SKILLS

- Strong problem solving skills developed through life and work-related situations
- Excellent organizational and communication skills
- Adapts easily to work requirements and effectively undertakes challenges in fast paced environments
- Self-motivated with a sense of leadership and innovation
- A people's person with charisma, positive and enthusiastic

## EDUCATION

### BACHELOR OF COMMERCE IN MARKETING

MINOR IN ECONOMICS  
2011 - 2015

John Molson  
School of Business  
Concordia University  
Montreal, Quebec

## INTERESTS

- Yoga  
Twice a week
- Ballet  
Once a week

## WORK EXPERIENCE

### LAMOUR GROUP | Montreal, Quebec

#### MARKETING ACCOUNT MANAGER | 2018 - April 2019

- Oversaw the relationship between the marketing team and seven different clients, ensuring clients' needs and expectations were met
- Attended clients' requests and requirements, reviewed their objectives, and built a comprehensive work plan to ensure goals were achieved while successfully completing projects
- Led the execution of creative marketing programs and campaigns from start to finish, monitoring work progress and communicating project status, milestones, risks and unexpected difficulties effectively to clients and team members
- Worked with sales teams to prepare presentations and sales pitches that communicated the desired message to customers
- Conducted and presented the market research for one of the company's best clients to design and implement its rebranding
- Designed effective marketing strategies catered to each clients' needs, in close collaboration with the art director and the creative directors
- Planned and organized photo shoots by creating a shot list, doing casting, sourcing models and stylists, and ensuring objectives were met
- Developed project briefs for the marketing team to facilitate communication with clients, increasing productivity

#### ACCOUNT MANAGER | 2017 - 2018

- Managed and fostered a productive relationship with a major client to improve and maintain a high level of satisfaction and loyalty
- Researched trends and identified new product opportunities to increase sales
- Analyzed in depth sales data of top and bottom sellers in order to incorporate the most successful features in upcoming collections and make improvements where required
- Re-evaluated and redefined the client's business strategy and who its customers were in order to identify products that added value
- Increased client's women hosiery sales by 5% and men's by 10% in spring 2019 against spring 2018, leading to a strengthened client relationship
- Effectively communicated the sales analysis results and any new trends that were proving to be thriving to the design team to create new collections
- Developed and presented strategy proposals for new collections to the client
- Gathered and analyzed client feedback, providing direction to a group of five designers, five supply chain coordinators, one sales coordinator and one product coordinator, to ensure client's requests were implemented
- Managed the various hosiery product lines and identified discrepancies between actual and expected product and created an action plan to address issues

## LAMOUR GROUP | Montreal, Quebec

### PRODUCT DEVELOPMENT COORDINATOR | 2016-2017

- Conducted constant hosiery product analysis of over 150 styles per season and optimized them to deliver hosiery products that met client's expectations
- Worked side by side with the client to identify issues related to product and packaging, and offered several improved alternatives
- Worked closely with the sourcing department and factories to make sure best practices and methods were used to deliver quality products at affordable costs
- Evaluated market competition by comparing the company's hosiery products, packaging and packing methods to those of the competitors', which helped identify strengths, weaknesses and market opportunities
- Held periodic brainstorming sessions with the graphic design team and supply chain coordinators to communicate client feedback and identify new product ideas
- Conducted market research and internal analysis to select the right packaging and the best packing method for each hosiery style, in order to make products more appealing to customers
- Selected specific callouts for innovative features and decided whether hang tags or stickers should be added to the packaging to increase callout visibility
- Created and maintained documentation to keep track of the development of hosiery samples and their packaging to ensure timely completion of final product
- Ensured hosiery products met industry regulations and standards to be sold in Canada and the U.S.

### ACCOUNT COORDINATOR | 2016

- Provided day-to-day customer service and support to a major client to solve issues and ensure milestone deadlines were met
- Obtained and distributed purchase orders to different internal departments
- Tracked orders status in order to meet production and client's deadlines
- Entered line sheet information into the client's product data management software to make informed buying decisions
- Created and updated line sheets for new hosiery collections, ensuring information was accurate
- Set up free-standing displays of hosiery lines to make products look desirable to customers at stores


## VOLUNTEER ACTIVITIES


### CAMELA SWIMWEAR | Montreal, Quebec


#### MARKETING CONSULTANT | 2019

- Develop and implement marketing strategies to increase brand awareness and attract new customers
- Guide the social media and website strategy and content, in order to communicate the brand values and strengths
- Help with the creation and printing of marketing tools for pop-up events, such as catalogues, flyers and posters
- Prepare and attend pop-up events to meet potential clients and customers

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