

# ANDREA TORRES CANIZALES

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## PROFESSIONAL PROFILE

Master in Fashion Business Administration with a vision focused on preserving the corporate image as a competitive advantage. Experience of 7 years in consulting and beauty sectors, developing strategies integrated with the commercial goals of the business through agile methodologies such as scrum and lean management. Previous experience working as legal counsel, both in-house and as an external consultant and currently working in communication and PR of fashion and beauty brands. Dynamic, organized and goal oriented professional, capable to sustain a top performance in a fast-paced environment.

## EDUCATION

<b>2019 - 2020</b>	<b>ISEM Fashion Business School - Navarra University</b> <i>Executive Master in Fashion Business Administration (FBA) - <u>Minor in Reputation Management and Sustainability</u></i>	<b>Madrid - Spain</b>
<b>2018</b>	<b>SDA Bocconi School of Management - Bocconi University</b> <i>Management of Fashion and Luxury Companies</i>	<b>Milan - Italy</b>
<b>2018</b>	<b>LaSalle College International</b> <i>Fashion Marketing</i>	<b>Bogota - Colombia</b>
<b>2010 - 2015</b>	<b>Los Andes University</b> <i>Bachelor of Laws (LL.B.) (J.D equivalent)</i>	<b>Bogota - Colombia</b>

## EXPERIENCE

**BioRepublic Skincare - [www.biorepublic.com](http://www.biorepublic.com)**

**05/2021 - Currently Brand and Social Manager USA & LATAM**

**Atlanta - USA**

- Planning and execution of the Marketing and Social Media Strategy for USA and Latam across all social media platforms and digital channels.
- Definition and execution of the Email Marketing Strategy.
- Production and promotion of engaging content to coincide with product stories, marketing messages, seasonal initiatives, and brand news.
- Identifying influencers, building and maintaining relationships for earned and paid executions so as to increase brand awareness and drive online growth.
- Management of the communication and PR strategy of the Brand (print and digitally).
- Measurement, analysis, and report on all social media initiatives, providing recaps to internal teams and partners on a weekly, monthly and special event basis.
- Executing initiatives to expand the brand's digital presence and reach, including but not limited to partnerships, user-generated content, leveraging influencers, and sweepstakes.

### Achievements:

- Doubled engagement rate by managing the social media channels, creating high-level content, and directing follow-worthy feeds, inspiring engaged followers to convert into customers and advocates.
- Increased brand reach and impressions by +57% after two months of successfully implementing the new influencer and content strategy.
- Increased website traffic by +128% in six months.
- Successfully executed brand partnerships with different brands and retailers to execute launching events and increase brand reach.

## EXPERIENCE

### **NewLink Globally - [www.globallylifestyle.com](http://www.globallylifestyle.com)**

**07/2020 - 12/2020 Fashion, Beauty & Lifestyle Communication Account Executive Madrid - Spain**

**Accounts:** Kiko Milano, North Sails, Champion, Ba&sh, Vista Alegre, Puente Romano, Nobu Marbella, The Body Shop.

- Management and coordination of the communication and PR strategy of fashion and beauty brands.
- On-going contact and follow-up with press, KOLs, and influencers.
- Drafting of press releases and follow up with press to increase brands' visibility. Design and implementation of the influencers' strategy.
- Management, planning, and execution of events (open and press days) launches, activations, influencers' seedings, etc.
- Media monitoring, press office, analysis of the offline and online press coverage. KPI's measurement and qualitative and quantitative analysis of digital presence of the brands.

### **Douglas - [www.douglas.es](http://www.douglas.es)**

**01/2020 - 07/2020 Assistant Category Manager Madrid - Spain**

- Local implementation of the global communication strategy for the brands of Douglas Collection, exclusives, and owned brands. Category management through the execution of positioning strategies and marketing activations.
- Assisting Category Manager in selecting, pricing, and positioning products in skincare, makeup, and perfume categories.
- Development of the category plan and strategies to improve product sales. Negotiation of key vendor partnerships.

### **Digital Fashion Brands - [www.digitalfashionbrands.com](http://www.digitalfashionbrands.com)**

**09/2019 - 03/2020 Data and Marketing Analyst Madrid - Spain**

- Analysis of over +100 fashion and luxury brands' positioning on digital platforms and their marketing strategy online.
- Preparation of the report "Fashion Brands Digital Impact Report 2020"

### **Belcorp (Ésika, CyZone, L'Bel) - [www.belcorp.biz](http://www.belcorp.biz)**

**12/2017 - 09/2019 Senior Counsel for Corporate Affairs Bogota - Colombia**

- Leader of the legal counseling for the sales, marketing, digital marketing and e-commerce teams of United States.
- Management and control of the legal budget for United States, Colombia and Caribbean countries.
- Responsible for coordinating the internal communication strategy to engage employees on the implementation of the compliance and ethics program.
- Leader of the multifunctional team in charge of redesigning the operations and sales model for the United States.

**Appointed as Top Talent of the corporation for 2018.**

## LANGUAGES

- **Spanish:** Native Speaker
- **French:** B2 Level. Azurlingua école- Nice, France. 2011
- **English:** C2 Level. Maur Hill-Mount Academy - Kansas, United States. 2003- TOEFL IBT 108/120