



Roberto Montano

Marketing Director

📍 Barranquilla, Atlantico, Colombia

✓ Roberto's availability **should be discussed**

[Portfolio link](#)

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Work Preference

Location: Open to relocate

Pattern: Open to Full-time work

Employment: Permanent Positions

Skills

E-commerce (Advanced)

Fashion Buying (Advanced)

Fashion Consulting (Advanced)

Retail (Advanced)

Retail Marketing (Advanced)

Merchandising (Advanced)

Retail Category Management (Advanced)

Multi-channel Retail (Advanced)

Market Planning (Advanced)

Online Retail (Advanced)

Private Label (Advanced)

In-store Marketing (Advanced)

International Marketing (Advanced)

Brand Development (Advanced)

Luxury Brand Marketing (Advanced)

About

MBA, MIB with Law and Corporate Law degrees. More than 10 years of experience in strategic positions in: Marketing, Merchandising, Retail Management, Luxury Brand Management and Digital Marketing.

BRANDS WORKED WITH

Executive Sas – le Collezioni

Meninvest

New World Luxury Sas – Beyond Green Store

Textron – Villa Romana

Experience

● BRAND DIRECTOR at

New World Luxury Sas – Beyond Green Store | Jan 2019 - Now

I have prepared the business plan, launch and go to market for a wellness store on different channels and digital platforms such as: Shopify, Rappi Bogota 2019 - Barranquilla 2021 (delivery app), Mercado Libre (marketplace) and through social networks like Facebook and Instagram shops. I created from scratch a business proposal for wellness products and achieve sustained growth while maintaining a high sell-thru.

● VISUAL MERCHANDISING DIRECTOR

Textron – Villa Romana | Sep 2019 - Dec 2019

I was Visual Merchandising Director of a national distribution network made up of 27 stores in 7 cities. I made the windows display planning and execution. I carried the implementation and training of the Corporate Identity Manual of the sales force. I evangelize and implement technical marketing processes to standardize and professionalize processes at the points of sale. As well as the complete training of the sales force.

● MARKETING MANAGER

Executive Sas – le Collezioni | Oct 2013 - Nov 2017

I was fully responsible for the Marketing Area of the Company: Global Marketing, Marketing Intelligence, Merchandising, Communications, Public Relations, CRM, Events, Social and Digital Marketing. I Design the Marketing Mix of a multi-brand network of stores to deliver high-end products through Department Stores, Multi-Brand Spaces, Franchises, Shops and Corners with more than 35,000 customers. I also served as Fashion Buyer to showrooms in Milan, Madrid and New York. I delivered a growth in clients more than 100% annually since my start. I also created the reports to track company performance and forecast sales and buying.

● INTERNATIONAL ECOMMERCE PROJECT MANAGER at

Meninvest | Jan 2012 - Jul 2013

I participated in the marketing strategy of a website dedicated to the selective distribution of menswear. I managed the virtual store of the international sites: UK, Germany and Spain markets. Create Reports, analyze and propose strategies for the different sites, brands, categories and products. I created from start two new channels for two new territories with their own particularities in two different languages. Coordinate internal and external teams, such as web and marketing agencies.

Languages

French (Fluent)

English (Fluent)

Spanish (Native)