



# Michelle Rivelli



Product manager

📍 Valencia, Spain

✔ Michelle's availability **should be discussed**

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## Links

 [LinkedIn](#)  [Instagram](#)

## Work Preference

Location: Open to relocate

Pattern: Open to Full-time work

Employment: Permanent Positions

## Skills

Management (Advanced)

Organizational Leadership (Advanced)

Leadership (Advanced)

Business Planning (Advanced)

Branding & Identity Marketing (Advanced)

Digital Marketing (Intermediate)

Team Leadership

Team Management

Fashion Buying

Strategic Development

Merchandising Strategies

## Languages

Portuguese (Native)

Spanish (Work Proficiency)

English (Fluent)

## About

Professional Profile

BRANDS WORKED WITH

BV Private Label

Cambuci SA

Decathlon International

Lemoncola Brand

Ysabel Mora

## Experience



### ● HEAD OF PRODUCT

Ysabel Mora | Apr 2021 - Now

- Creative and Product manager focused on Complements, Accessories, Home Wear and Beauty lines
- Responsible for strategic planning, product mix definition, design's approval, large
- Scale's negotiation with China and Italy
- Market analysis and Coolhunting
- Controlling the process throw all steps of go to market
- ODOO analysis



### ● PRODUCT MANAGER

Cambuci SA | Feb 2020 - Apr 2021

- Product and Design Team Manager
- Market Analysis, Branding and Benchmarking
- Engagement with UX, e-commerce, social media, business intelligence and marketing team
- Defining short, medium and long term strategies
- Responsible for Monitoring and analyzing KPI, product life and range performance

### ● LEADER OF PRODUCT AND BRAND

Decathlon International | Oct 2014 - Feb 2020

- Leader in charge of local textile product development, quality, negotiation and industrialization
- Development of finished goods accessories and synthetic textile
- Seasonal international trips for Trends research and Supplier audits
- Brand management and development
- Responsible for Monitoring and analyzing KPI, product life, budget and range performance
- Engineering Production's team leadership

### ● FASHION DESIGNER

BV Private Label | Feb 2012 - Oct 2014

- Coordination of development department, in charge of principal accounts, such as C&A and CARREFOUR
- Leader of e-commerce's project
- In charge of supply chain, Product Development and Cool Hunting
- Seasonal international trips for Trends research
- Interface with suppliers and buyers

### ● Fashion Designer

Lemoncola Brand | Jan 2011 - Jan 2012

## Education & Training

2020 - 2022

### ● PUC

Master Marketing, Branding and Growth, MBA Marketing, Branding & Growth

- 2010 - 2010 ● **Grafton Academy of Dress Design of**  
Fashion Design, Fashion Design Course
- 2010 - 2011 ● **Abbey College Dublin**  
Business Management Diploma, Marketing, Management and English
- 2009 - 2013 ● **FMU**  
Degree, Fashion Design Graduate