

FABIANA OLEA  
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Growing up I had the opportunity to see the world from a multicultural point of view. Venezuela, the United States and Italy. Differences and similarities in the perception of beauty and style. Experience. Is what makes us who we are.

In the past 10+ years, I have acquired a great experience in the High end and Contemporary Fashion Market, having worked in Italian, American and German Fashion Companies has given me a global outlook on the fashion industry.

I Thrive in International environments and I am always ready to assume new challenges.

You may reach me at (0039) 335 1990291 or via email at [fabianaolea@gmail.com](mailto:fabianaolea@gmail.com). I look forward to our conversation.

Best regards,

Fabiana Olea

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#### **OBJECTIVE**

To continue applying and developing my acquired knowledge as a Sales Manager by cultivating and maintaining relationships with local & international RTW & Accessories Businesses in the high end/ contemporary market.

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#### **QUALIFICATIONS**

Ability to work with International Teams.  
Strong customer service orientation.  
Good financial and analytical abilities.  
Excellent written and verbal communication skills.  
Proficiency in Excel.  
Highly motivated and energetic.  
Ability to work independently

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#### **EDUCATION**

**Istituto Marangoni**

Master in fashion Brand Management

**Universidad Metropolitana**

Business Administration

**Pepperdine University**

Participated in academic course work taught in English

**Milan, Italy**

June 2003

**Caracas, Venezuela**

June 2001

**California, U.S.A**

Summer 1999

## EXPERIENCE

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### ESCADA

Milan, Italy  
May 2017 – Present

#### Head of Wholesale – Italy, UK & Ireland

- Continued with my initial responsibilities as Head of Wholesale Italy for Escada with the addition of the UK and Ireland markets.

### ESCADA

Milan, Italy  
September 2014 – Present

#### Head of Wholesale - Italy

- Responsible for overall performance of Wholesale channel in the entire Italian territory.
- Developing seasonal sales forecasts as well as assessing risks & opportunities in the market.
- Developing and managing Account relationships to ensure alignment of brand objectives and achieve Sales goals. This includes travelling to visit existing accounts and scouting for potential accounts.
- Negotiation of commercial and payment conditions.
- In Store Product Training and event presentations.
- Strong and resonant communication with customers in season, dealing with re-orders, swap suggestions and customer queries.
- Driving Seasonal Markets: Organizing and leading all buying meetings and Securing orders to achieve financial plans
- Recruitment and Management of Temporary Staff during sales campaign (Sales Assistant, Reception, Model). This includes training, motivating, and running sales meetings.
- Collaborating closely with the Visual merchandise team for the set up of seasonal markets and events.
- Showroom Management.

### Elie Tahari International

Milan, Italy  
Sept. 2008–Sept.2014

#### Showroom and Sales Manager Central & Eastern Europe

- Scouting Milan New showroom location and working closely with the architect Studio following the renovation of the Space.
- Coordinating the 4 annually held markets in Milan showroom.
- Recruitment and Management of Temporary Staff during sales campaign (Sales Assistants, Reception, Dresser, Model, Cook). Team of 6 People. This includes training, motivating, and running sales meetings.
- Collaborating closely with the Visual merchandise team for the set up of seasonal markets and events.
- Ensuring the showroom is neat and orderly at all times, including up-to-date line sheets and tagged samples
- Overseeing office inventories and supply purchasing
- Managing European Wholesale accounts in Italy, Spain, Switzerland, Germany, Benelux & Eastern Europe.
- Working directly with accounts when placing their orders in the showroom.
- Negotiation of commercial and payment conditions
- Ensure proper deliveries of all orders as well as the corresponding procurement
- Generating sales reports to identify new business opportunities, create sales forecasts and projections, and individuate best /worst selling styles to communicate with design department.
- Developing and managing Account relationships to ensure alignment of brand objectives and achieve Sales goals. This includes travelling to visit existing accounts and scouting for potential accounts.

### Elie Tahari International

Milan, Italy  
Jan 2007 – September 2008

#### Account executive – International specialty stores

- Assisted with set-up of Elie Tahari offices in Milan.
- Worked closely with the Director of Sales for international specialty stores in:
- Overseeing daily operations of the Milan office.
- Meeting and keeping contact on a regular basis with key accounts to maintain and develop existing business relationships.

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- Generating sales reports to identify new business opportunities, create sales forecasts and projections, and individuate best /worst selling styles to communicate with design department.
- Coordinating the 4 annually held markets in Milan showroom.
- Followed processing and monitoring of orders from placement in showroom to shipment.
- Offered customer service to all managed accounts.

## **Damas Jewelry**

Assistant Jewelry Designer

**Milan, Italy**

Jan 2006 – Jan 2007

- Collaborated with the Senior Designer to execute and coordinate seasonal design concepts from conception to first prototype.
- Performed extensive research of the current fashion market trends and resource materials, liaising with vendors in the product development process of the new collections.
- Presented the collections to retail store buyers.

## **Prada**

Men's and Women's Accessories Assistant Buyer

**Milan, Italy**

June 2004- Jan 2006

- Supported the European accessories buying office by providing sales reports analysis, controlling the stock movement in the stores and making replenishments as well as transfers from one store to another depending on the particular needs.
- Assisted the European accessories buyer in placing the orders for the Italian Prada stores and doing follow up to the buyers from Germany, France and U.K.
- Had direct contact with the sales staff from the stores to solve special requests from clients and ensure customer satisfaction.

## **Helmut Lang**

Sales Department intern

**Milan, Italy**

Dec 2003 – June 2004

- Supported the buying office by providing sales reports analysis based on past and current seasons sell through focusing on the weak and strong points of the collection.
- Created reference books based on the buyer's selection of styles, fabrics and colors in order to have a complete view of the collection and have better control of the stock movement.
- Assisted the sales management with daily tasks such as creating invitation lists for the shows and solving discrepancies found in placed orders.

## **Casablanca Fashion Group**

Sales Associate

**Caracas, Venezuela**

Oct 2001-July 2002

- Sold high-end formalwear clothing and accessories for a retail boutique.
- Provided personalized guidance and assistance to customers based upon knowledge of current styles, industry trends, and customer's budget.
- Built and maintained reputation for exclusivity and customer service excellence through quality interactions.

## **SKILLS**

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- PC/MAC literate in all major programs and applications used in the retail business such Business Objects, Excel, ACS 400, Cognos and SAP (basic)
- Fluent in Spanish, English and Italian.
- Retail Sales Training.

## **ACTIVITIES**

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June 2005

Sales associate for Fiamma jewelry at the Vicenzaoro2 jewelry fair.

Jan 2003-March 2003

Collaborated as a dresser for several Milan shows including Costume National, Just Cavalli and Dirk Bikkemberg.

Jan 2002

Assisted in the organization of the Casablanca Fashion Group fashion show in Caracas-Venezuela.

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