



DANIELA GONZALEZ NARVAEZ

SALES ASSISTANT AND FASHION MAKER

SUMMARY

I'm a passionate sales assistant and fashion maker currently seeking a part time-time role.

AREAS OF EXPERTISE

- Fashion Sales & Customer Engagement: Extensive experience in direct sales, client consultations, and building customer loyalty in the fashion industry.
- Product Knowledge & Visual Merchandising: Strong understanding of fashion trends, effective product presentation, and in-store visual merchandising techniques.
- Communication & Client Relationship: Skilled in understanding client needs, providing personalised service, and building strong relationships to drive sales.

LANGUAGES

Spanish: native
English: A2. I am a student of an English langue school in Malta

CONTACT INFORMATION

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CAREER SUMMARY

Fashion designer and maker

Self-employed
February 2024 - Present

- Design & Production: Creating bespoke female lingerie collections, from concept to final product, including pattern making, fabric selection, sewing, and quality control.
- Client Consultations: Engaging directly with clients to understand their preferences and provide customised designs that meet their needs.
- Brand Development: Developing a personal brand, showcasing collections through social media and local events.

Project manager

Plan International
July 2022 - March 2023

- Managed multiple civil construction projects in Valle del Cauca, including infrastructure works in Pradera and Florida.
- Ensured compliance with technical requirements, budgets, and timelines for various small-scale civil projects.
- Coordinated project activities, liaised with stakeholders, and oversaw legal, technical, administrative, and financial aspects of project execution.

Sales advisor

STF Group
December 2019 - July 2021

- Engaged with customers to understand their needs and recommen products.
- Maintained sales targets through customer relationship management.
- Managed visual merchandising and in-store displays.

Administrative assistant

Megatrade Global S.A.S
February 2014 - August 2018

- Provided administrative support to management, including document preparation and record keeping.
- Coordinated meetings and assisted in project documentation.

Sales advisor

Nalsani S.A.S
August 2014 - January 2018

- Provided customer service to increase sales and meet targets.
- Managed cash register operations and stock inventory.
- Built customer loyalty through product knowledge and attentive service.

EDUCATION

Universidad Corporación Universitaria del Huila (CORHUILA)

Professional in International Business

February 2012 - June 2019

COURSES

Acadeartes

Sewing machines course. From beginner to advanced - 80 hours

February 2024 - May 2024

- Gained comprehensive knowledge of sewing machines, from basic to advanced, with a focus on techniques for lingerie.
- Learned how to handle delicate fabrics such as lace, silk, and mesh, adjusting machine settings to suit lingerie production.
- Developed proficiency in stitches specific to lingerie construction, including elastic and decorative seams.
- Applied advanced sewing skills to create lingerie pieces, focusing on elements like cups, underwires, elastics, and intricate finishes.
- Enhanced accuracy and quality control techniques crucial for high-end lingerie production.

Bogota City Hall

Emergency First Aid Course

May 2022

- Learned essential CPR and AED (Automated External Defibrillator) skills for emergency situations.
- Understand how to manage wounds, burns, fractures, and bleeding control.
- Respond to common medical emergencies, including heart attacks, strokes, choking, and shock.
- Gain the ability to quickly assess a casualty’s condition to determine appropriate first aid measures.

MY REFERENCES

Adam Bany AFA MIPA

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Sandra Milena Núñez

Professional in International Business

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