

# MARIA ISABEL ABARCA

## PROFILE

Well-rounded creative having worked in both luxury fashion and fast fashion. Knowledge in many aspects from public relations, visual development, retail, editorial shoots, marketing, manufacturing, sourcing and so forth. I am a self-starter and considered highly keen to details. I believe I will be an excellent addition in any atmosphere. I have an array of capabilities and still open to further development and growth.

## CONTACT

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🌐 <https://www.mariaabarca.com>

## SKILLS

**Professional:** Branding, Luxury Apparel Production, Retail Operations and Management, Showroom Management, Sourcing, Manufacturing, Planning, Buying, Fashion Marketing, Trend Forecasting, Retail Math, Social Media Management, Content Creation, Public Speaking, Sample Coordinating, Styling, Merchandising.

**Computer:** Microsoft Word, Microsoft Excel, Microsoft PowerPoint, Microsoft Outlook, Adobe Illustrator, Adobe Photoshop, Canva, Google Analytics, CAD Design, Oracle, PLM, Squarespace, Wix-site, Pages, Keynote, SCM, JIRA.

## AWARDS

President's Honor List  
California State Univ. Long Beach  
Spring 2019

Honor Society Recipient  
Kapa Omicron Nu  
Spring 2019

Dean's Honor List  
Orange Coast College  
Spring 2015

## PROFESSIONAL EXPERIENCE



Forever 21 HQ SPARC Group  
Visual Merchandiser

November 2021 - February 2022

- Managed multiple segments such as key target persona Alexa, accessories, denim, basic apparel, and lingerie
- Developed, photographed, and wrote visual directives ensuring to meet deadlines to be implemented by 412 stores
- Collaborated with cross functional HQ partners to ensure the visual design and styling direction is in line with brand message and department needs
- Created solutions and new ideas, always taking into consideration feedback from buyers, merchandisers, port delays, cancellations, and senior management
- Generated spikes in various segments of upward 46% SI since takeover
- Visit store and work with field leader to provide feedback and solutions to store specific issues



The Walt Disney Company  
Visual Merchandiser

2013 - November 2021

- Incite story telling of Disney branding through visual design & displays
- Lead team members through floor resets, merchandise updates, and launches
- Created visuals designed to inspire guest consumptions
- Managed multiple specialty stores product assortment
- Enhance sales through promotion strategies aligned with brand values
- Implemented strategies that aid in resolving merchandising shortages and adjust floor sets to maintain stimulating presentation
- Reimagined new stores for specialty launch during covid-19 and manage their visual development



The Walt Disney Company  
Specialty Store Operations Merchandiser

2013 - November 2021

- Amplified overall sales of specialty department ranging from special events to expos
- Highly sought after by various managements as a leading sales expert to aid in high volume transactions, and celebrity clientele
- Stimulated sales of original branded art and luxury merchandise
- Maintained vast knowledge of resort merchandise assortment
- Managed special events and product launches
- Mentored new and existing merchandisers
- Deployed task to team members



Ryan & Walter LLC.  
Freelance Event Coordinator New York Fashion Week '20

February 2020

- Directed both the Walter Collection brand and Ryan Patros brand New York Fashion week shows
- Developed the artistic direction of both fashion shows
- Managed sixty models during all aspects of fashion show
- Delegated all tasks to team members and interns



Walter Collection  
Public Relations and Marketing Director

August 2015 – January 2016

- Managed public relations and marketing strategies
- Maximized exposure through product placement, media promotions, social media engagement, and press
- Oversee website development and updates, including digital marketing and advertising campaigns, SEO, SEM and company blog posts.
- Oversaw project collaborations with celebrities and stylist
- Collaborated with CEO and CFO on project implementation
- Collaborated with cross functional teams including PR, Social, Creative, CRM and Product
- Administered and Managed various team members from marketing teams to interns

## EDUCATION

California State University, Long Beach

July 2020

Bachelor of Arts Fashion Merchandising

Kappa Omicron Nu, Family and Consumer Science Honor Society

Università degli Studi di Brescia

Winter 2020

FCS 490 Study Abroad, Italy

Orange Coast College Associate in Liberal Arts  
Associate in Liberal Arts

December 2018

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## CERTIFICATIONS

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Oracle Database 19c: PL/SQL (2021), Diversity, Inclusion, and Belonging (2021), Learning Oracle Database 19c (2021), Product Design: from Sketch to CAD (2021), Advanced Branding (2020), Brand and Marketing Integration (2020), Color Trends (2020), Managing Brand Reputation (2020) Social Media Marketing Trends (2020), Advanced Consumer Behavior (2020), LinkedIn

Google Analytics (2021)  
Google

Professional Selling (2015), Entry Level Marketing (2014)  
Orange Coast College

## PROFESSIONAL REFERENCE

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Donnette Murray  
Senior Visuals Merchandiser  
Forever 21 HQ SPARC Group  
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Ricardo Leon  
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