



ANA CAROLINA DECARA

PERSONAL PROFILE

Passionate young professional with experience in the HR field, and a theoretical background in Business Administration, International Sales, and Marketing Management. I would enjoy being part of a group in which I could proactively contribute to the working environment either directly or indirectly, and I would be in contact with multi-diverse personalities.

My results-oriented and entrepreneurial mindset is translated into a constant search for new opportunities, that generates improvements in the organization, and achieve professional learning. This has allowed me to regularly undertake responsibilities beyond my postings, providing support, coordination, and resource management to senior members of my team.

PROFESSIONAL EXPERIENCE

HR SUPERVISOR

Inditex - Zara | Feb 22 - Feb 23

- Administrative registration of new employees, onboarding, employee attendance, holidays, and other tasks.

- Recruitment: Responsible for all stages of recruitment including sourcing and interviewing candidates, decision to hire, and onboarding of new employees.

I have personally hired more than 60% of the current workforce in various roles.

- Organizational development: Identifying talents and potential development opportunities.

- Employee relations: Managing internal and external issues and supporting the management group, implementing legal and internal HR procedures.

Tangible performance indicators included increasing employee motivation and productivity, and reduced employee rotation by 5%

- Change management: Planning, implementing, and managing changes proposed by the management team. Two main areas were employee engagement in change processes and learning initiatives.

- Compliance: Ensuring employee adherence to the company HR policies across all levels.

SECTION CASHIER

Inditex - Zara | Nov 2021 - Jan 2022

- Team organization: Coordination and training of a team of 20 people to improve the internal processes.

- Customer service: Management of client engagement and resolution of conflicts and incidents with customers.

- Organisation of specific marketing activities with designers and media personalities

- Cash handling: Responsible for cash management, and assessment of operational performance.

CASHIER / SALES ASSISTANT

Inditex - Zara | July 2019 - Nov 2021

- Parttime/student job

- Processing transactions: Technical process of scanning and processing merchandise, handling payments and returns

- Customer service: Greeting customers and supporting the customer experience journey at the store, by providing a friendly and welcoming atmosphere, yet in a hectic retail environment.

EXPERTISE

HR Operations

Recruitment

Cross sectional communication

Organizational Development

Onboarding and Training

LANGUAGE PROFICIENCY

Spanish - Native

English - Fluent

Danish - Fluent

PERSONAL SKILLS

Adept

Organised

Versatile

EQ and soft skills

Problem Solving

Analytical approach

Innovative mindset

CONTACT DETAILS

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FOOD SERVER

Caviar House & Prunier at CPH Lufthavn - Hospitality | Feb 2018 - Nov 2018

- Multiple functions in a dynamic multicultural atmosphere.
- Responsible for ensuring experience from Kitchen-to-table maintained the required level. Customer Service. Cashier and close responsible.

MARKETING ASSISTANT

Bookboon - Online publisher | Apr 2017 - Feb 2018

- Market research: Have conducted ongoing market research to support an upcoming expansion into Latin America. Provided relevant insights to the management team regarding business opportunities, competitor analysis, budget planning, and cultural barriers.
- Strategic planning: Active collaboration in the development of the expansion strategy for the Latin American market.
- Corporate CRM and lead generation: Management and maintenance of the existing customer database. Strategy development to improve the classification of leads and meet the company's criteria for potential customers.
- Customer reports: Creation of reports for customers regarding campaign productivity and reach.
- Daily support to the management team.

ACCOUNTING ASSISTANT

Vision of Scandinavia, destination management | Aug 2016 - Feb 2017

- Management of accounts payables and receivables: Supervision and approval of payments
- Recording financial transactions: Responsible for Bookkeeping, cash, and bank reconciliation for international operations with the Baltic countries and Iceland.
- Reconciling bank statements
- Other administrative support

MARKETING INTERN

Scandinavian Micro Devices, Animal health tech | July 2015 - Dec 2015

- Marketing research: Provided specialist research and analysis on South American veterinarian markets.
 - Strategy design and Implementation: Focus on entry strategies to South America, with a focus on the Colombian and Brazilian markets.
 - Marketing material production: Supported preparation of commercial samples and marketing material for merchandising activities.
- I have presented a sustainable marketing plan, leading to a successful first contact with relevant businesses in Brazil and Colombia. As a result, SMB converted leads into real potential customers.

ACADEMIC ATTAINMENT

MSc in Business Administration and Economics

ROSKILDE UNIVERSITET

Master Thesis pending

PBA in international sales and marketing management

COPENHAGEN BUSINESS ACADEMY

2016 - 2018

AP degree in marketing management

COPENHAGEN BUSINESS ACADEMY

2014 - 2016

IT SKILLS

- Microsoft 365
- Google Success Online
- Social Media
- Wordpress
- Adobe Photoshop: Basic User
- Orquest
- Hipos POS