



MELISSA AMARIS | MUNOZ GOMEZ

ENGINEERING • DESIGN • PRODUCT • MARKETING

+52 5542455006 amaris110093@gmail.com Mexico City, Mexico

SUMMARY

Design and Innovation Engineer with extensive, hands-on experience in the luxury beauty industry, specializing in visual merchandising, product development, and sustainable packaging solutions. I offer a unique blend of technical design expertise and a proven ability to enhance customer experience and foster brand loyalty through strategic communication and engaging initiatives. With a strong background in project management and process optimization, I am eager to apply my strategic vision and in-depth understanding of product lifecycle and consumer behavior in a Marketing Coordinator role or similar within the dynamic fragrance and beauty industry, aiming to create impactful brand experiences and drive significant commercial growth.

SKILLS

3D Printing · Illustrator · Photoshop · Microsoft Office Suite · Rhinoceros 3D · SolidWorks · Rendering · Acrobat Pro · 3D Printing · CNC · Artwork Creation

Decision Making · Communication · Innovation · Leadership · Organization · Project Management · Execution · Adaptation · Managing Others

LANGUAGES

Spanish Native
English Proficient
French Intermediate

ONLINE

LinkedIn
www.linkedin.com/in/amarismunoz0011

Portfolio
<https://mamg00.wixsite.com/0011>

TRAINING / COURSES

· French course B1 03/2024 - 06/2024
EF Education First Nice, France
· Project Management 07/2017 - 10/2018
DIAM New York, USA

EXPERIENCE

Sales Advisor 04/2025 - Present
Xinú Mexico City, Mexico

- Drive niche fragrance line, increasing customer retention by 15%.
- Manage product warehouse, ensuring 98% inventory accuracy.
- Oversee over 10 monthly discounts and coordinate maintenance.

Sales Advisor & Operations Assistant 04/2022 - 09/2023
Sephora Vancouver, Canada

- Developed comprehensive beauty industry expertise, specializing in fragrances through a 360° product and customer strategy.
- Improved customer experience by 23% via personalized consultations, significantly boosting satisfaction.
- Actively engaged with and promoted over 1000 beauty products, optimizing Visual Merchandising (VM) for enhanced promotional visibility and effectiveness.

Lead Engineer / Engineer / Trainee 12/2017 - 05/2023
DIAM Mexico City, Mexico

- Led Visual Merchandising (VM) design and engineering for retail in the consumer beauty industry, managing 20+ annual projects with 95% client satisfaction.
- Managed the complete project lifecycle (sketch to production), ensuring a 95% first-pass approval rate for implementation.
- Headed a multifunctional team of 10+ people, improving material accuracy by 10% and optimizing production processes.
- Operated and programmed machinery for cutting, printing, thermoforming, and 3D printing, demonstrating advanced technical proficiency.
- Advised clients on VM projects, collaborating with suppliers to optimize packaging and design, resulting in 5% cost savings and enhanced product aesthetics.
- Implemented key process improvements that reduced material waste by 20% and errors by 10%, demonstrating operational efficiency.

Packaging engineer 06/2017 - 12/2017
Groupe Rocher Mexico City, Mexico

- Coordinated over 100 product developments (fragrances, personal care, cosmetics) on time and within budget.
- Reduced packaging design iterations by 5% by effectively selecting materials.
- Led eco-friendly packaging development, reducing waste by 20%.

EDUCATION

Diploma in Sales & Marketing 11/2021 - 01/2023
ILAC international college Vancouver, Canada

Diploma in Packing and Packaging 07/2017 - 10/2018
Asociación Mexicana de Empaque y Embalaje Mexico City, Mexico

Specialty in Operations Management 08/2016 - 06/2017
Universidad Panamericana Mexico City, Mexico

Bachelor's in Engineering in Innovation and Design 08/2012 - 06/2016
Universidad Panamericana Mexico City, Mexico