

LAURA MORRIS

Mexico City, Mexico | +52 55 3781 0893 | lauramorrisv@gmail.com

PROFESSIONAL SUMMARY

Experienced professional in product management and e-commerce operations within a global luxury organization, with a strong focus on financial and operational management. Skilled in KPI analysis, inventory optimization, process improvement, and invoice and transaction reconciliation, always grounding decisions in data. Proven ability to align operations, finance, and international stakeholders to drive efficiency, profitability, and an exceptional customer experience.

EXPERIENCE

Product Care – Operations. E-commerce & KPI

GUCCI | Mexico City · 2022 – 2026

- Managed operational and financial performance of the e-commerce channel, aligning KPIs and operational efficiency.
- Reduced average KPI delivery time by 65% (from 6 weeks to 2 weeks) by analyzing and optimizing financial and operational processes, strengthening cost control, profitability, and risk management.
- Developed and automated dashboards and executive reports using advanced Excel, enabling trend and variance analysis.
- Performed operational reconciliations, validating transaction data and identifying discrepancies to ensure accuracy of financial and operational reporting.
- Managed the national e-commerce operation, identifying improvement areas in the delivery process and coordinating with logistics and vendors to resolve incidents more quickly and consistently.
- Coordinated with Operations, Logistics, external vendors, clients, and international headquarters to investigate discrepancies and support timely resolution of financial and operational issues.
- Maintained accurate financial and operational records and supported internal audit and compliance processes through documentation and controls review.

Product Care Intern – Management, Development & Control

GUCCI | Mexico City · 2021 – 2022

- Supported financial planning and budget control for corporate events, optimizing resource allocation.
- Performed recording and reconciliation of operations and inventory, contributing to revenue and performance analysis.
- Prepared financial and administrative reports for internal control and operational tracking.

International Funds Project Coordinator

FICSAC | Mexico City · 2020

- Developed benchmarks and comparative analyses to assess operational efficiency and best practices.
- Analyzed financial indicators and impact metrics, supporting strategic decision-making.
- Coordinated with external vendors and developed content for internationally funded projects.

Project Assistant

Centro Ibero Meneses, Universidad Iberoamericana | Mexico City · 2018 – 2020

- Supported social impact projects, coordinated events, and assisted with budget control and resource planning for institutional activities.

EDUCATION

Bachelor's Degree in International Business Administration

Universidad Iberoamericana, Mexico City · 2021

SKILLS

- Financial and operational KPI tracking and evaluation
- Budget planning and control
- Project management in cross-functional environments
- Process optimization and continuous improvement
- Data analysis for strategic decision-making
- Effective communication and executive reporting

TECHNICAL SKILLS

- Advanced Excel (pivot tables, formulas, macros, etc.)
- ERP (SAP)
- CRM (Salesforce)
- E-commerce platforms

DESIGN & CONTENT

- Adobe Photoshop
- Video editing

LANGUAGES

Spanish — Native | English — Advanced