



# KAMILLA MURTAZINA

## Fashion Marketing

- Education**
- 2016-09-2020-03 Savannah College of Art and Design, BA in Fashion Marketing & Management GPA 3.94  
Magna Cum Laude  
Dean's List 2016-2020  
Academic Scholarship 2016-2020  
2020 WindowsWear Award Nominee
- 2015-09-2020-06 Institute of management, economics, and finance KFU, Bachelor's degree in management of organizations  
Distance learning
- 2015-08-2016-05 Concordia College New York, Student majoring in Business Administration  
Dean's List 2015-2016
- Experience**
- 2021-11-Present Age of Innocence, London  
Wholesale Manager
- Organized global wholesale expansion
  - Worked with the current wholesale client base
  - Prepared the sales campaign
  - Managed buying sessions, workshops, showrooms
  - Administered the sales campaign: offline and Zoom meetings
  - Prepared wholesale materials: catalogs, price lists, lookbooks, collection press releases, and linesheets
  - Worked on all of the wholesale orders from filling out the linesheets to invoicing the wholesale clients
  - Organized trainings for the wholesale clients
  - Managed a 100% sales plan increase
  - Analysed the stock, sell-through and sell-out
- 2020-09-Present Musae Co. International  
Co-Founder, Chief Marketing Officer
- Co-founded a marketing agency with the team located across 5 countries. Developed and implemented a successful business plan and appealing visual identity. Implemented Agile management via SCRUM. Planned and achieved KPI's
  - Developed branding, style guides, websites, social media, and 360 marketing campaigns for the clients, which led to a 30% increase of their sales
  - Attracted, negotiated and signed the clients from Europe, Asia, and the US
  - Performed regular marketing analyses such as SWOT, PEST and brand matrix.

### Contact

kamillamurtazina@gmail.com  
musaeco.com  
@kamkiss

### Software

Adobe Photoshop  
Adobe InDesign  
Adobe Illustrator  
Microsoft Excel  
Microsoft Word  
Microsoft Powerpoint  
Microsoft Outlook  
Google docs  
Google sheets

### Languages

Russian, Native  
English, Proficient  
French, Conversational

### Industry Skills

Wholesale  
Buying  
Merchandising  
Marketing  
Creative Direction  
Styling  
Product Development  
Sourcing  
Content Development  
Trend Forecasting  
Certified SCRUM Master

### Personal Skills

Team Work  
Adaptable  
Analytical  
Organized  
Innovative  
Project Management  
Time Management  
International negotiation

2020-01-  
2020-03

Hermes x SCADpro  
Worked on a confidential project for Hermes.

2019-06-  
2019-08

Haus Agency New York, NY  
Wholesale & PR Intern

- Organized wholesale orders, including invoice preparation, business communication, and delivery confirmation
- Promoted collections to buyers in person and via e-mail
- Attracted new stockists through market research and identification of the stores with the matching concept
- Evaluated PR requests from influencers
- Curated the agency's instagram account within the aesthetics of the represented brands

2018-11-  
2018-12

D'Estree Paris, France  
Intern

- Developed promotional materials for e-commerce (design and content), including e-mail marketing and special offers on the company's website
- Expanded international brand presence through the reach to the potential stockists via phone calls and e-mails
- Coordinated wholesale shipments through order confirmation, its assembly, and delivery organization
- Increased sales through buyer and client appointments due to the effective in person communication

2017-11-  
2018-03

Proenza Schouler New York, NY  
Marketing & Communication Intern

- Organized runway show preparation, marketing, and e-commerce events including the launch of the first fragrance, market week, and press week
- Monitored for print and digital presence, including every feature of each product in order to compile a monthly analytics of most featured products for every social network
- Assisted in Social Media monitoring, content development and research
- Analyzed and conducted digital marketing data and conversions, including social media traffic and the engagement rate.
- Developed special projects and initiatives, including innovational approaches to the fashion shows, and audience activation due to the launch of the perfume
- Performed day to day administrative responsibilities including handling of press and celebrity requests for clothing and accessories. Answered incoming phone calls. Managed the gifting process to models and influencers

2016-01-  
2016-05

**Extracurricular**  
Volunteer  
ArtsWestchester White Plains, NY

2012-11-  
2015-07

Model  
Larisa Modeling Agency Kazan, Russia

## Interests

Art History  
Auteur Cinema  
Social Philosophy  
Yoga  
Tennis