

ASIAMAG

FASHION BRAND
MANAGER | CREATIVE
STRATEGIST



PERSONAL SUMMARY

Multidisciplinary Fashion Brand Manager with a strategist mindset, graduating from IED Florence with a Master's in Fashion Brand Management. I shape brand voice, direct image, and build meaningful connections through storytelling and culturally grounded strategy. I lead with vision, align creative teams, and craft campaigns that leave an emotional and aesthetic impact. Fluent in creative direction, styling, and communication, I craft brand identities that resonate globally.

SKILLS & STRENGTHS

Creative & Strategic:

Creative Direction & Campaign Management · Fashion Styling · Visual Storytelling · Communication & PR · Collaborations & Partnerships · Emotional & Cultural Branding

Tools & Platforms:

Adobe Creative Suite (InDesign, Photoshop, Illustrator) · Shopify · Trello · SMM · WIX · SMM ·

Professional Strengths:

SProject Management · Strategic Thinking · Goal-Oriented · Strong Networker

Soft Skills:

Proactive · Adaptable · Culturally Fluent · Strong Communicator · Fast Learner · Team-Oriented · Solution-Driven · Sustainability-Minded

EDUCATION

Instituto Europeo di Design (IED)

Master's degree: Fashion Brand Management
Florence, Italy

Estonian Business School (EBS)

Bachelor's degree: International Business
Major: Marketing (1 year Erasmus exchange)

Ilia State University

Bachelor's degree: Business Administration
Major: Management

Thesis: Corporate social responsibility in the apparel industry. Evidence from Patagonia Inc.

LANGUAGES

Russian C2

English C1 **BBA | MBA Degree**

Turkish C1 | **Azerbaijani** C1

Dutch A2

Italian A2 - in progress

Based in Florence, Italy | Globally Connected

PROFESSIONAL HISTORY

House of Gonzales - Fashion Brand Management

Fashion Brand Management

Italy - Florence | Independent worker

- Fashion Brand Manager (Freelance, 2025 – ongoing)
- Leading brand identity development, mission/vision building, and brand tone
- Outlining short- and long-term brand growth strategies
- Consulting the founding team on positioning in niche footwear market

Femynal - Stylist & Strategic Brand Consultant

Italy - Florence | Freelance

- Styled brand's upcoming lingerie campaign to attract a new premium clientele
- Consulted on visual language and storytelling to engage elegant, lifestyle-oriented women
- Ongoing support to shape brand identity and audience perception

MMega Concept Store

Creative Director & Strategic Consultant

Italy - Florence | Freelance

- Produced, styled, and modeled in brand campaigns for seasonal collections
- Consulting on long-term growth strategy to expand cultural footprint and revive legacy relevance
- Will join fashion buying meetings and supply chain visits to support product curation and brand alignment

Kavka Cultural Center

Event Production & Communication

Belgium, Antwerp | Volunteer

- Supported production and communication across concerts, workshops, and community events
- Gained hands-on experience in cultural project coordination and audience engagement

REACH ME VIA:

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