

KRISTINA KAVYTSKA

CV



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Phone: +306936776063

E-mail: kristina.kavytska@gmail.com

Linkedin: <https://www.linkedin.com/in/kristina-kavitskaya/>

Location: Athens, Greece

Portfolio: <https://www.infokristina.com/>

Experience

Professional Buyer and Project Manager with over 10 years of experience in the luxury fashion industry.

Extensive expertise in assortment planning and buying, managing the full business cycle – from collection selection and supplier negotiations to budgeting and supply chain control.

Proven track record of successfully delivering projects from concept to launch – including strategy development, concept creation, cross-functional team coordination, and process optimization to drive efficiency and business growth.

Strong skills in strategic negotiations and presentations, with the ability to build long-term partnerships, protect company and client interests, and ensure brand profitability and competitiveness.

SKILLS AND EDUCATION

Education

International Business (BBA) 2005-2010

Taras Shevchenko Kyiv National University, Institute of International Relations, Kyiv, Ukraine

Certification

University of the Arts London:

- Short Course, Fashion Photography (2012) Short Course
- Fashion Magazine Business (2011) Short Course
- Visual Merchandising (2011)

Google (offered through Coursera) :

- Foundations of User Experience (UX) Design Course (2023)

Technical skills

Figma

Adobe Photoshop

Adobe XD

Microsoft Suite

iWork

Trello

Zeplin

Languages

Ukrainian - Native

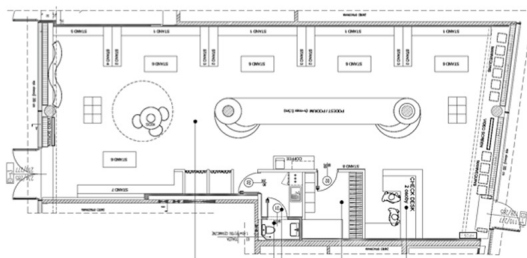
Russian - Bilingual Proficiency

English - Fluent

Italian - Limited Working Proficiency

2022 - 2024 years

PROJECT MANAGER AND HEAD BUYER AT BABY MARLEN ROYAL WILANOW (WARSAW, POLAND)



Responsibilities

- Conducted analysis of local and international markets to identify growth opportunities and trends.
- Researched and evaluated the competitive landscape to ensure a unique positioning of the store.
- Developed the store concept and defined the brand mix aligned with the target audience.
- Sourced, attracted, and negotiated with international brands to build a strong and diverse assortment.
- Organized effective buying sessions to optimize the assortment and maintain competitiveness.
- Managed communication with landlords, handled lease negotiations, and secured a premium retail space.
- Selected and collaborated with architectural agencies to develop and implement the store's design concept.
- Oversaw project management from initial concept to opening, ensuring all processes ran smoothly.

Key Achievements

- Successfully launched the Baby Marlen Royal Wilanów concept store from scratch, including location scouting, lease negotiation, and project execution.
- Conducted in-depth market and competitor analysis, which guided assortment strategy and positioning.
- Identified and partnered with Miki House, leading its successful introduction to the Polish market.
- Established collaborations with top international brands, including Brunello Cucinelli, Dolce & Gabbana, Miki House, C.P. Company, Mini Rodini, MSGM, Kenzo, Stella McCartney, Marc Jacobs, Karl Lagerfeld, Veja, and others.
- Built a strong portfolio of luxury and premium brands, elevating the store's image and customer appeal.
- Delivered a complete project cycle – from business concept, space design, and branding to staff training, buying strategy, and store launch.

HEAD BUYER AT BABY MARLEN GROUP: BABY MARLEN BOUTIQUE, BABY MARLEN OUTLET, BABY MARLEN PASSAGE (KYIV, UKRAINE)

Responsibilities

- Developing and implementing merchandising strategies to optimize product representation.
- Presenting products and conducting negotiations to strengthen partnerships.
- Coordinating prices and timelines with suppliers.
- Streamlining workflows and enhancing team efficiency through the development and implementation of effective processes.
- Analyzing competitors and monitoring market trends.
- Regular meetings with suppliers to discuss collaboration terms. Forecasting and sales planning using modern methods.

Key Achievements

- Development of successful visual merchandising strategies, leading to improved product presentation and increased customer appeal.
- Successful negotiations with brands, including Fendi, Stone Island, Brunello Cucinelli, Givenchy, Balmain, Off-White, Kenzo, Jaquemus, Stella McCartney, and others, to showcase their products in selected locations. Interaction with Dior and Balenciaga, although the requirements of the latter were not implemented due to external circumstances.
- Efficient inventory management, resulting in budget optimization, streamlined logistics processes.
- Establishment of long-term and mutually beneficial relationships with suppliers.
- Increased sales through online channels

2018 - 2022 years

CREATIVE DIRECTION OF FASHION E-COMMERCE PLATFORM HELEN-MARLEN.COM



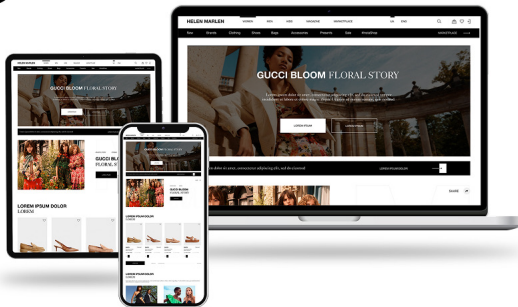
Responsibilities

- Develop and implement communication strategies for social media, messengers, website, and email marketing.
- Plan, develop, and manage social media campaigns to increase brand awareness and drive traffic to the website.
- Create seasonal visual concepts and oversee their execution across all digital channels.
- Develop and manage seasonal advertising campaigns from concept to implementation.
- Design and execute a comprehensive email marketing strategy.
- Lead and manage creative teams, including studio, retouching, and design departments.
- Initiate and drive collaborations and B2B partnership projects.
- Use analytics tools to track campaign performance and make data-driven decisions to improve strategy, results, and ROI.
- Collaborate with cross-functional teams (product development, sales, customer service) to ensure a cohesive and effective digital marketing approach.
- Stay up to date with digital marketing trends and technologies to apply the most effective tactics and tools.

PRODUCT OWNER FOR THE RELAUNCH OF THE WEBSITE FOR HELEN-MARLEN.COM

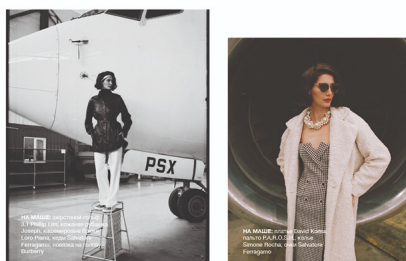
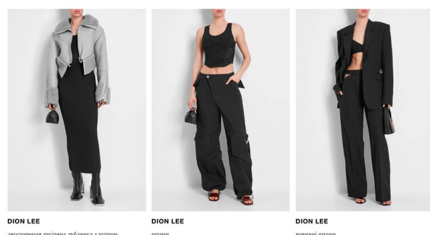
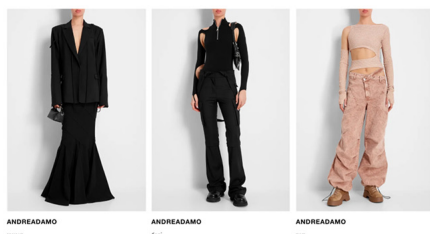
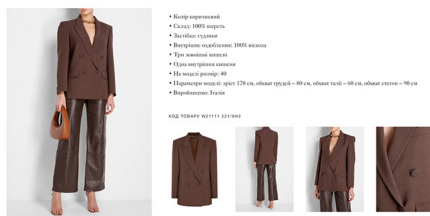
Responsibilities

- Creating a whole concept of product development based on its essential features. Devising a complete product vision, strategy, and roadmap, aligning its operational, business, marketing, and financial dimensions.
- Aligning Management and Operations Teams to ensure all the parties are involved and understand the project's scope.
- Verify technical requirements and align them with the business needs of the company.



2017 - 2020 years

CURATOR OF THE PHOTO STUDIO, RETOUCHING, AND CONTENT DEPARTMENTS AT FASHION E-COMMERCE PLATFORM HELEN-MARLEN.COM



Relaunch and process optimization of studio, retouching, and content teams

- Conducted in-depth analysis of organizational structure and workflows across all departments.
- Restructured teams and optimized processes to improve efficiency and collaboration.
- Developed and implemented visual and technical guidelines to standardize output.
- Established new communication formats and reporting systems between departments.
- Designed and delivered staff training programs to elevate skills and ensure consistent quality.

Organization and Management of All Departments

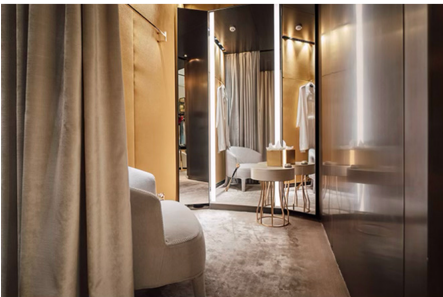
- Structured and supervised daily operations across departments, introducing daily reporting and weekly planning systems.
- Optimized efficiency through workload distribution and clear task allocation.
- Implemented process costing to track expenses and improve financial control.
- Developed and introduced KPIs to measure performance and drive results.
- Conducted monthly team performance assessments to ensure continuous improvement.
- Led the recruitment process, including candidate selection and interviews.

Creative Direction of Photo & Video Production

- Developed creative concepts and visual strategies for photo and video projects.
- Managed the full production process from idea to final delivery.
- Oversaw project budgeting and resource allocation.
- Built and nurtured partnerships with collaborators (photographers, stylists, agencies).

2014 - 2017 years

PROJECT MANAGER AND HEAD BUYER AT BOUDOIR LINGERIE CONCEPT STORE (KYIV, UKRAINE)



Responsibilities

- Initiated and developed the conceptual lingerie store Boudoir Lingerie from scratch, overseeing branding, marketing, PR strategies, and full project implementation.
- Conducted negotiations with international luxury brands and established long-term collaborations.
- Analyzed market trends and competitors to shape assortment strategy and strengthen market positioning.
- Managed the full buying cycle: showroom visits, trend evaluation, order placement, procurement optimization.
- Coordinated with architectural agencies on the development and implementation of the store's design concept.
- Hired, trained, and supervised staff; ensured high-quality customer service standards.
- Developed and executed event strategies to increase brand awareness and attract clientele.
- Designed and implemented a long-term growth strategy for the project.

Key Achievements

- Developed a successful marketing strategy, leading to a significant increase in turnover and brand recognition.
- Efficiently managed media plans and budgets, achieving strategic objectives.
- Successfully executed B2B projects and events, strengthening partnerships.
- Increased online sales through the brand mix and marketing strategy analysis and optimization.
- Organized visits to Kyiv by representatives of brands such as La Perla, Gucci, Loro Piana, Balenciaga, Dior, and others.
- Conducted successful presentations of our stores and negotiated potential improvements in collaboration.

MARKETING DIRECTOR OF THE STORES BOUDOIR LINGERIE CONCEPT STORE AND BABY MARLEN GROUP (KYIV, UKRAINE)

Responsibilities

- Development of a detailed project concept, defining goals and mission.
- Formulation and implementation of marketing strategies for Baby Marlen and Boudoir Lingerie Concept Store.
- Seasonal strategic planning, including the creation, approval, and execution of the media plan.
- Negotiations for B2B projects and active participation in marketing budget planning.
- Crafting concepts for seasonal displays and store aesthetics, encompassing musical accompaniment, window decorations, and staff appearance.
- Planning and execution of diverse events to promote the brand.
- Online direction: sales and brand mix analysis, marketing and PR strategies planning.
- Organization of events featuring brand designers and integration of made-to-measure services during conducted events.
- Conducting training sessions for store staff to enhance service levels and sales.

Key Achievements

- Successfully negotiated and launched a **shop-in-shop partnership with La Perla**.
- Introduced to the Ukrainian market prestigious international lingerie and resortwear brands, including I.D. Sarrieri, Kiki de Montparnasse, Carine Gilson, Hunza G, Oséree, Olivia von Halle, and others.
- Created a unique luxury shopping experience through strong brand curation, effective store concept, and premium service standards.
- Engaged in global buying trips across Milan, Paris, London, New York, and Los Angeles, while attending premier lingerie exhibitions (Salon International de la Lingerie, Interfilière Paris, Curve New York) to secure cutting-edge collections.
- Delivered measurable results in **sales growth, assortment relevance, and brand recognition**.