

KRISTINA KAVYTSKA

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Location: Athens, Greece

Experience in Fashion Retail

Professional buyer with over 10 years of experience in the luxury fashion industry. I'm highly proactive and initiative-driven, capable not only of proposing new ideas but also successfully implementing them. I have extensive expertise in initiating and managing projects from scratch, adept at handling and overseeing all aspects of business processes. Possess outstanding skills in negotiations and presentations. During negotiations with suppliers, I always emphasize the protection of the customer's interests.

2023 - Present

Project Manager and Head Buyer at Baby Marlen Royal Wilanow (Warsaw, Poland)

Responsibilities :

- Conducting analysis of local and international markets to identify new opportunities and trends.
- Developing the store concept and creating a brand mix, considering the needs of the target audience. Actively seeking and attracting new brands to diversify and enrich the store's assortment.
- Negotiating with brands to establish mutually beneficial partnerships.
- Organizing successful buying sessions to optimize the assortment and ensure the competitiveness of the store.

2016 - 2023

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.

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, Jacquemus, 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, and reduced product delivery time.
- Establishment of long-term and mutually beneficial relationships with suppliers.
- Increased sales through online channels.
- Enhanced departmental and team efficiency through the implementation of modern management and employee motivation methods.

2014 - 2017

Project Manager and Head Buyer at Boudoir Lingerie Concept Store (Kyiv, Ukraine)

Responsibilities :

- Establishing contacts with brands and conducting negotiations for potential collaboration.
- Analyzing market trends and competitors to identify new opportunities and strengthen the store's position. Organizing the first buying session for effective assortment formation.
- Visiting showrooms to evaluate products and place orders in line with the store's strategy.
- Staff training and preparation for the store opening.

Achievements :

- Initiation and development of the conceptual lingerie store Boudoir Lingerie from scratch.
- Successfully established partnerships with key brands, expanding the assortment and enhancing the store's attractiveness.
- Organization of an efficient buying session, leading to procurement optimization and improvement of the offered product quality.
- Placement of orders considering the latest trends, ensuring the store is stocked with relevant and in-demand collections.

- At the project's outset, visited key lingerie retail locations in Milan, Paris, London, New York, and Los Angeles, as well as participated in international exhibitions (Salon International de la Lingerie & Interfilière Paris, Curve New York) and showrooms of brands such as La Perla, I.D. Sarrieri, Kiki de Montparnasse, Carine Gilson, and others.

2011 - 2016

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.
- VIP fashion shows in Boudoir.
- Organization of events featuring brand designers and integration of made-to-measure services during conducted events (e.g., with the brand Carine Gilson).
- Conducting training sessions for store staff to enhance service levels and sales.

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.

2011 - 2013

Editor-in-Chief of the Baby Marlen Magazine (Kyiv, Ukraine)

Responsibilities :

- Concept development and management of Baby Marlen magazine production (Spring Summer, Fall Winter). Project planning and budgeting with a focus on resource optimization.
- Organization of photoshoots, interviews, and creation of high-quality content. Conducting interviews with designers of children's brands.
- Team management of contributors, partners, and freelance staff. Magazine layout and quality control of printing.
- Sales of advertising spaces and search for distribution points. Preparation of work reports.

Achievements :

- Efficient project budget management and expenditure optimization. Established long-term partnership relations.
- Increased customer loyalty.
- Expanded advertising sales volume.

2010 - 2013

Photographer at Buying Sessions at Helen Marlen Group and Baby Marlen Group

Responsibilities :

- Conducting professional photography during buying sessions in Milan, Paris, and London, with a keen focus on product quality and detail (brands include Gucci, Loro Piana, Ferragamo, YSL, Burberry, Dsquared, Christian Louboutin, Moncler, etc.).
- Processing and transferring photographic materials to the logistics department and buyers.

Achievements :

- Optimized the visual representation of buyers' presentations and reports, significantly improving communication with store clients. The outcome was pre-orders for the upcoming season.
- Improved the process of handling and transmitting photographic materials, reducing the time between photo shoots and the availability of necessary information in the company's accounting system. Result: more efficient reporting within short timeframes.
- Organized effective collaboration with the logistics team and buyers to ensure a seamless procurement process.

Experience in E-Commerce

2020-2023

UI/UX design for the website and mobile application helen-marlen.com

- Develop UI/UX designs for the website and mobile application of helen-marlen.com.
- Building an AI (information architecture) for the website.

2018-2022

Product Owner for the relaunch of the website for helen-marlen.com

- 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.

2018-2022

Creative Direction of the digital marketing for helen-marlen.com

- Develop the communication strategy for social media, messengers, website, and email marketing.
- Create and manage social media marketing campaigns to increase brand awareness and drive traffic to the website.
- Using analytics tools to track the efficiency of the chosen strategy and make data-driven decisions to improve the plan, results, and ROI.
- Collaborate with cross-functional teams such as product development, sales, and customer service to ensure a cohesive and effective digital marketing strategy.
- Stay abreast of new digital marketing trends and technologies to ensure the marketing department uses the most effective tactics and tools.

2017-2020

Curator of the photo studio, retouching, and content departments

Relaunch of the studio, retouching, and content departments:

- Analysis of the current organizational structure and processes of all departments.
- Changes in the organizational structure
- Development and implementation of visual and technical guides
- Changing communication between structural units (defining the format and reporting)
- Staff training

Organizing the work of all the departments:

- Development and implementation of daily reporting and weekly plans
- Distribution of workload among teams
- Costing of the entire process of each department
- Development and implementation of KPIs
- Monthly team assessment
- Selection and interview of new employees

Creative Direction of the photo and video production:

- Development of the concepts
- Management of the production process
- Budgeting of the projects
- Establishing contacts with potential collaborators

Skills and Education

Technical skills MS Office, Excel, Numbers, Keynote, Trello, Slack, Notion, Adobe Photoshop, Adobe XD, Adobe Illustrator, Figma, Zeplin

Education Taras Shevchenko National University of Kyiv:
Specialist Degree , International Business 2005-2010

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)

Languages English-C1; Ukrainian-Native; Russian-C2; French - A2