



Iza Bilinska

Fashion Marketing

📍 London, UK

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Languages

Polish

English

About

Fashion Marketing professional and Central Saint Martins alum, securing a degree in fashion. A collaborative force behind successful collaborations with renowned brands such as Overdue Magazine, Alexander McQueen, and Puma. Proficient in weaving strategic narratives that propel brand success. An advocate for sustainable fashion solutions and an active supporter of pre-loved fashion initiatives.

BRANDS WORKED WITH

Aya Muse

Burberry

Consigned Sealed Delivered

Giorgioarmani

London Contour Experts

Redbird Design

Sign of the Times

Experience



● Digital Marketing Manager

Consigned Sealed Delivered | Dec 2022 - Jan 2023

Led the brand's identity through strategic orchestration of multi-platform social media operations, significantly improving overall recognition. Leveraged analytical acumen to optimise metrics, honing strategies for a remarkable gross in engagement rates, achieving a notable 4.5%. Cultivated productive partnerships with versatile influencers through effective interpersonal skills, fostering mutually beneficial collaborations.

Contact: MohammadShapan-mohammad@csd.ltd

● Designer Assistant

Aya Muse | Jan 2022 - May 2022

Seamlessly working within a team collaborating on the design development of the SS23 collection. Creative input through sketches and flat drawings, offering conceptual narratives. Maintained high standards of quality reflecting positively on the brand's image and market positioning.

Contact: TinaRodiou-tina@aya-muse.com



● Digital Media Creative

Sign of the Times | Sep 2021 - Jan 2022

Commencing my journey on the shop floor, I quickly excelled in delivering seamless customer service, mastering the art of visual merchandising, and demonstrating effective floor management. My dedication and proficiency paved the way for a transition to the marketing team, where I significantly heightened brand visibility. By crafting compelling narratives and strategically enhancing engagement across various social media platforms, I spearheaded a remarkable 66% increase in followers. My role extended to innovating marketing campaigns, leaving a positive imprint on brand perception and substantially amplifying market presence. As a top-tier personal stylist, I elevated the customer experience by curating exclusive capsule wardrobes and adeptly managing customer relations, with a specialized focus on pioneering live streaming shopping experiences.

Contact: Devon Chiapello devon@wearesott.com



● Creative Assistant

Redbird Design | Jan 2021 - Aug 2021

When assisting the Redbird Design team, I played a key role in crafting compelling brand narratives and ensuring visually cohesive identities. Collaborating seamlessly with the team, I utilized my expertise in market research to inform strategic decisions, elevating the overall brand experience. Additionally, my illustrative skills were instrumental in contributing to the creation of distinctive brand logos. This experience at Redbird

Design not only honed my strategic abilities but also allowed me to make meaningful contributions to the visual identity landscape.

- **Design Developer**

London Contour Experts | Jan 2020 - May 2020

Translated conceptual ideas into tangible, market-ready garments, contributing significantly to the company's product offerings. Improved client satisfaction by actively participating in the development process, including sampling, pattern cutting, and grading. Demonstrated dedication to quality and creativity in the design and development of bespoke fashion pieces.

Contact: NicholeDeCarle-nichole@londoncontouexperts.com



- **Wholesale Representative**

Giorgioarmani | Nov 2019 - Jan 2020

Enhanced customer experiences and fortified key relationships through meticulous client research, ensuring seamless interactions during meetings. Curating a dynamic selection of sought-after products to present to clients, to ensure lucrative value. Upheld a reputation for excellence in customer service and professionalism.

Contact: AlfonsoNegri-alfonso.negri@giorgioarmani.com



- **Design Administrator**

Burberry | Jan 2019 - Sep 2019

HorseferryRoadLondonSW1P2AW UnitedKingdom Achievements/Tasks

Streamlined fabric and trims-related operations, contributing to the overall efficiency of the design team. Presented effective administrative organisation, including updating brand archives, ensuring smoother workflow. Demonstrated a keen eye for detail and organizational skills in a fast-paced fashion environment, contributing to improved team productivity.

Contact: RachelBullen-Rachel.Bullen@burberry.com

Education & Training

2016 - 2020

- **University of Arts London**

Batchelor of Arts Fashion, Fashion Design