

Isabella Livia

Brand Partnerships Manager

Paris, France

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Languages

Italian (Fluent)

Spanish (Fluent)

English (Native)

About

Innovative Business Development Manager experienced in converting sales leads and managing multiple accounts. Highly skilled in forecasting, project management and strategic planning with exceptional communication abilities. Thorough in monitoring trends and capitalizing on emerging opportunities. Fluent in English, Spanish and Italian. Beginner/Intermediate-B1: French

BRANDS WORKED WITH

- Brooks Brothers
- Free People
- Halston
- Nicole Miller
- Saks Fifth Avenue
- The RealReal
- Vestiaire Collective

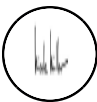
Experience



● Business Development Manager

The RealReal | Jun 2021 - Nov 2022

- Implemented tailored commission strategy plans in Q2, resulting in a significant +36% (QoQ) growth in GMV and inventory supply in Q3.
- Forged strategic new business with luxury brands, re-sellers, and wholesalers to expand market presence by managing a full sales cycle: introduction, onboarding, integration, relationship management, negotiation, and contract execution.
- Achieved and exceeded quarterly quota goals by +116% within four months.
- Collaborated closely with internal marketing teams to execute targeted promotions and discounts, leading to a 20% boost in sales during promotional periods and increase in customer retention.
- Enhanced sales, stock, and Average Selling Prices through data analysis, resulting in a 30-day sell-through rate of 62% and increased GMV.
- Optimized sales cycle, reducing SLA processing time from 60 to 54 days, by coordinating with authentication, operations, and logistics teams to implement a designated B2B vendor processing lane in the warehouse.



● Director of Brand/Business Development, Consultant

Nicole Miller | Jun 2020 - Feb 2021

- Generated an 18% increase in revenue by spearheading product development collaborations with licensing partners, leading to improved profitability and product expansion.
- Developed collection frameworks with cross-functional teams, enhancing cost efficiency, margin, and buying session readiness, achieving target pricing and IMU goals, leading to improved product readiness and market competitiveness.
- Negotiated favorable contract terms during annual renewal contracts in 2020, reducing licensing fees by 6%, increasing profitability for the licensed category businesses.



● Sr. Account Executive

Halston | Nov 2018 - Dec 2019

- Aligned initiatives with company goals, managing \$20M international and domestic accounts, and executing an international retail account expansion plan, resulting in +8% sales growth and enhanced market position.
- Utilized market feedback to shape commercial product requirements, resulting in better product positioning and improved pricing strategies, driving collaboration within the collection development process.
- Developed and executed top-line financial plans to ensure revenue targets were met, mitigating revenue loss from cancellations and oversold units.



● Account Executive

Free People | Sep 2016 - Nov 2018

- Managed \$10M annual wholesale customer accounts in North America (Department/Specialty store/E-commerce marketplace accounts).
- Presented monthly collections and exclusive products at market appointments and domestic trade shows, driving a 10% increase in new client acquisitions and elevating brand visibility.
- Developed deep expertise in regional market trends, consumer dynamics, and preferences, contributing to overall market strategy.
- Managed a team of 2 outside field reps, resulting in a 15% increase in sales in the Southern regions, leading to improved market penetration and revenue growth.
- Developed impactful seasonal training resources and facilitated sessions, leading to improvement in staff product understanding and increased sales.



● Assistant Buyer, Designer Shoes

Saks Fifth Avenue | Mar 2015 - Sep 2016

- Managed \$71M annual book of business across 5+ brands within 40 doors (U.S Canada) and e-commerce.
- Boosted e-commerce revenue by \$500K annually by spearheading exclusive evening drop ship assortment development in collaboration with luxury brand.
- Assisted with 5 new store openings in US/International markets by securing exclusive packages and ensuring SKU targets were met by opening date.
- Increased in season sell-through by 10% through strategic financial OTB planning, optimizing sales and inventory, resulting in improved season profitability
- Account managed relationships across multiple designer shoe and accessories vendors (i.e Stuart Weitzman, Gucci, and Tod's)



● Assistant Buyer

Brooks Brothers | Mar 2015 - May 2015

- Developed regionalized assortments under Creative Director Thom Browne Men's Black Fleece & Red Fleece divisions, aligning buying strategy with global commercial brand vision.
- Forecasted open-to-buy, managed receipt flow, curated new product selections, and executed seasonal markdowns, optimizing inventory performance.



● Women's Merchandising Assistant

Brooks Brothers | Aug 2011 - Mar 2015

- Aligned category assortment with global brand vision and commercial needs, reporting directly to VP of Merchandising
- Managed product lines via PLM system, ensuring accurate data integrity for BOMs and communicated changes to all cross-functional team members for successful product lifecycle management.
- Led the creation of documents/tools for global sales meetings, providing assortment information to global marketing teams and coordinating samples for meetings and presentations.



● Brand Partnerships Manager

Vestiaire Collective | Mar 2023 - Jan 2024

- Secured and launched 4 strategic high-value luxury brand partnership contracts, leading to a 15% increase in GMV and enhanced marketplace presence.
- Orchestrated seamless online and offline store experiences in alignment with the Omni channel strategy, resulting in a 38% increase in consignment submissions online-to-offline sales conversions and improving customer satisfaction ratings and repeat business.
- Led the comprehensive overhaul of the website, optimizing product information, images, and descriptions, and launching a dedicated landing page (Partnership Hub), resulting in a 30% increase in click-through rates, improved product page views, and enhanced customer user experience, leading to boosted site traffic.
- Collaborated with global communication teams to propose and deploy a coherent and impactful 360° marketing strategy for global (RAAS) Resale as a Service partner launches within EMEA & US Markets.
- Analyzed and researched competitor pricing data across brands & marketplaces prior to campaign launches, resulting in informed pricing

strategies driving higher Average Selling Prices (ASPs).

- Coordinated with local regional marketing teams to orchestrate VIP events, pop-ups (e.g. VIP LuisaViaRoma X British Vogue) driving 45% new customer acquisition and increased brand visibility.