



# Nastassja Philipou

MSc student in Luxury Management and Marketing at emlyon seeking a 6-month internship.

Johannesburg, South Africa

[Portfolio link](#)

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## Links

[LinkedIn](#)

## Languages

English (Native)

French (Basic)

Greek (Basic)

Italian (Basic)

## About

Passionate about integrating my tech expertise with luxury, I am currently pursuing my Master's in Luxury Management & Marketing at emlyon Business School in 3 major cities, Paris, London and Perth.

With a background as a software developer, I have successfully launched and scaled my own e-commerce venture, leveraging strong analytical skills and a knack for problem-solving.

Now, I am eager to transition into the luxury industry, seeking a 6-month internship opportunity in digital and marketing where I can apply my diverse skill set.

### BRANDS WORKED WITH

Platform45

All That Glitters South Africa

## Experience

### ● Software Developer

Platform45 | Mar 2021 - Mar 2022

- Contributed to the successful launch and growth of multiple startups through website/platform development and marketing support
- Developed presentations and participated in meetings with various stakeholders to effectively communicate product value
- Collaborated with diverse teams through daily meetings both internally and externally, to ensure alignment with project goals and client expectations

### ● E-commerce Business Owner

| Oct 2020 - Now

Founded an e-commerce jewellery brand with a selection of over 400 self-designed and globally sourced pieces, developing skills in:

Brand Development:

- Built and maintained all aspects of website including products and copy
- Handled entire supply chain, ensuring production and delivery of over 6000 products
- Successfully designed, planned and launched seasonal collections

Digital & Marketing:

- Launched and managed paid and unpaid social, search, and affiliate marketing campaigns on Meta Business Suite, Google Ads and Instagram, garnering 12 000+ monthly Google impressions
- Performed regular trend analysis to stay up to date with digital and social media trends
- Analysed campaign results to make improvements
- Conceptualised, created and edited over 750 photos and videos for web and social media using Photoshop, Canva and Premiere Pro
- Wrote blog posts and emails regularly to improve SEO and increase traffic
- Conducted market and competitor analyses to ensure competitive edge

Event Organisation and Management:

- Planned and organised multiple pop-ups countrywide, handling all logistics

### ● Software Developer

Platform45 | May 2019 - Feb 2020

## Education & Training

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- 2024 - 2024 ● **Curtin University**  
Master of Science - MS,
- 2024 - 2024 ● **London College of Fashion, University of the Arts London**  
Master of Science - MS,
- 2023 - 2023 ● **emlyon business school**  
Master of Science - MS,
- 2020 - 2020 ● **University of the Witwatersrand**  
Honours,
- 2015 - 2019 ● **University of the Witwatersrand**  
Bachelor of Science - BS,
- 2013 - 2014 ● **St John's College**  
Cambridge A-Levels,