

Plyska Genova

Freelance PR & Brand Marketing Consultant | Founder of sustainable skincare brand Genovi Beauty

Manchester, UK

[Portfolio link](#)

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Languages

English (Fluent)

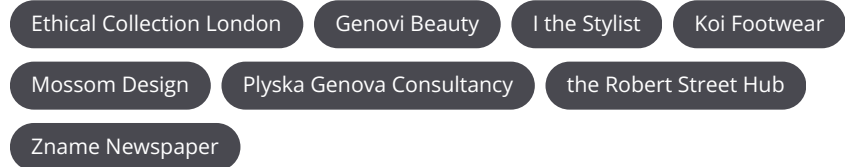
Bulgarian (Fluent)

About

Self proclaimed copy queen and 360* creative marketing aficionado. I enjoy finding the balance between creativity and conversion, and creating an unforgettable campaign in the customer's mind.

With over 5 years experience in the digital fashion and e-commerce industry, I thrive in a fast paced environment working with motivated and creative teams.

BRANDS WORKED WITH



Experience

● Founder

Genovi Beauty | Sep 2022 - Now

● PR & Brand Marketing Consultant

Plyska Genova Consultancy | Mar 2022 - Now

BRINGING YOUNG BRANDS ALIVE THROUGH BOLD STRATEGIES. Available for consulting in the following areas: Brand Marketing Strategy Continuous PR Consultancy Re-brands and re-positioning your brand within the market Social Media Strategy and Support Any other Marketing or PR related queries!



● PR & Marketing Manager

Koi Footwear | Oct 2019 - Jan 2022

● PR Executive

the Robert Street Hub | Jan 2019 - Oct 2019

● PR & Marketing Assistant

the Robert Street Hub | Jul 2018 - Jan 2019

KOIFOOTWEAR.com / PINKCLOVE.co.uk / ISAWITFIRST.com

● Fashion and Beauty Writer

I the Stylist | Sep 2017 - Jul 2018

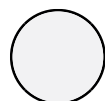
Writing weekly fashion and beauty articles based on a revolving monthly theme. Articles vary from shopping edits to feature pieces on fashion/lifestyle topics. View my articles here: <http://ithestylist.co.uk/author/plyska/>



● Events, PR and E-Commerce

Ethical Collection London | Jun 2017 - Aug 2017

assisting in organising a week long pop-up store for the brand on Portobello Road in London contacting press to attend, organise inventory of stock, greet and assist clients, and create promotion of the event designing brand description cards with stories from "behind the clothes" for the designers sold in the pop-up



● Social Media Marketing Intern

Mossom Design | Feb 2016 - Mar 2016

managing all social media platforms for the graphic design agency reaching out to clients and networking forwarding job requests to designers

- **Content Writer Intern**

Zname Newspaper | Jun 2013 - Aug 2013

assisting with duties in a busy newspaper office joining journalists on interviews and attending beats having my own written articles published in the newspaper