



Elizaveta Kushnirenko

Luxury | CMF Design & Trends
| Product R&D

Milan, Metropolitan City of Milan,
Italy

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Languages

English (Fluent)

French (Fluent)

Italian (Fluent)

Russian (Native)

About

Embarked on a captivating journey into the realms of beauty and luxury from the foundation of Consulting at KPMG. Proficient in navigating the intricacies of Brand Development, Fashion Buying, CMF design, Client Relations, and Marketing. Multilingual, I am fueled by a passion for continuous learning and innovation, and driven to contribute to the visionary growth of brands.

Top skills:

- CMF strategy
- Brand Design
- Communication
- Project Management
- Client relations

BRANDS WORKED WITH

Stellantis

ShowHeroes Group

Prada Group

Ratti S.p.A.

Max Mara Fashion Group

TSUM Moscow

KPMG

BOCCARA ART Galleries

Experience



Maserati Innovation CMF Designer

Stellantis | Jun 2021 -

- New leather, textiles, plastics and color R&D, innovation tracking in the field
- Led strategic communication and teamwork organization, driving innovation in design and creative strategy development for brands like Maserati, Lancia.
- Prepared Maserati Advanced Design Vision, Innovation Design strategy development. • Cooperation with Brand, Marketing, communication & press, giving interviews.
- Conducted consumer trend research, persona analysis, organized workshops, managed product development, optimizing resources for impactful brand initiatives, while collaborating with designers, product, marketing teams.
- Innovation materials R&D;
- Developed New Merchandising Line for Alfa Romeo.
- Directed production of Lancia Concept Car in Velizy as the CMF lead designer.



Junior Marketing Manager

ShowHeroes Group | Dec 2020 - Jan 2024

- Crafted and executed comprehensive marketing strategies, increasing social media audience reach by 30%.
- Provided strategic guidance for advertising and public communications, ensuring brand consistency. Utilized data-driven insights to enhance outreach strategies, increase conversions,
- Worked on briefs and guiding creative direction to meet objectives for all advertising and public-facing communications, including print, digital, and video assets;
- Coordination of activities between international teams;
- Direct marketing initiatives, brand promotion, event organisation, PR, online and offline communication, digital marketing and website development.

Sales Assistant

Prada Group | Jun 2020 - Aug 2020

- Achieved a 35% increase in team sales through product knowledge, effective communication, and strategic online and offline sales approaches;
- Organized in-store events and implemented creative strategies for CRM engagement;

- Maintaining and developing client relationships through an individual approach, leveraging also on CRM and digital tools, SAP;
- Welcoming and serving the customer providing an excellent in-store experience at all times

● **Product Manager**

Ratti S.p.A. | Jun 2019 - Jun 2020

- Managed textile & print R&D for Hermès, Louis Vuitton, Dior, Longchamp, Chanel, Chloé;
- Coordinated quality check and control, non-stop collaboration internal vs external;
- Launched and followed trim developments from designers, PD & merchandising team;
- Mastered dyeing, galvanisation, screen print, transfer pattern print, confectioning check up, plus prepared pieces for the runway shows.
- Developed new business relationship with Courreges and Longchamp by making R&D.

● **Sales Assistant**

Max Mara Fashion Group | Jan 2019 - Jun 2019

- Interaction with clients;
- Client analysis, assisting in the process of choosing the right item according to the personal taste of the client and the perfect fit;
- Restocking of the warehouse;
- Participating in layout and styling of the boutique;



● **Fashion Buyer**

TSUM Moscow | Aug 2017 - Nov 2018

- Working with high-end fashion brands, as Versace, Salvatore Ferragamo, OTB Group, Off White, Zuhair Murad, Elie Saab, Victor & Rolf, Oscar de la Renta, just to name a few;
- Market analysis, brand scouting, customer profile study, participating in the annual fashion fairs;
- Allocation pushes, consolidations and stock transfers following weekly line print reviews;
- Connecting with Visual Merchandising, Marketing and Store Operations teams to create affinity and contribution to the business's commercial performance;
- Collaborate with Collection merchandising team in developing collection briefs;
- Planning and organising meetings with brands;
- Buying of the named above brands in Milan, Paris, and other places across the Europe;
- Active cooperation with Financial and merchandising department, financial data analysis;
- Heading the educational trainings for the sales team at TSUM Moscow and DLT Saint Petersburg;
- Working with Wedding by Mercury, luxury bridal store - providing staff with any information needed for operating effectively and performing well in order to boost the sales

● **Management Consultant**

KPMG | Sep 2014 - Jul 2016

- Consulting within the methodology department, preparation of new budgeting system in collaboration with SAP;
- Cultivated strong and lasting relationships with clients through effective communication and delivering high-quality consulting services.
- Actively contributed to process optimization initiatives, identifying areas for improvement and implementing efficient solutions;
- Preparation of business presentations, participation in meetings with customers;
- Collaborated closely with cross-functional teams, both internal and external, to ensure the successful implementation and integration of projects;
- Provided strategic consulting services within the methodology department, contributing to the enhancement of existing processes and methodologies;
- Played a key role in preparing and implementing a new budgeting system, optimizing financial processes for clients;

- Facilitated effective communication channels to align project goals with client expectations



- **Public Relations Intern**

BOCCARA ART Galleries | May 2011 - Aug 2012

- Developed and maintained relationships with local media outlets, art publications, and influencers.
- Assisted in drafting and distributing press releases to promote gallery exhibitions, events, and artist features.
- Support the planning and execution of gallery openings, exhibitions, and special events.
- Contribute to the creation of compelling content for newsletters, blogs, and the gallery website.

Education & Training

2018 - 2019 ● **Politecnico di Milano**

Master's degree,

2016 - 2017 ● **Accademia Costume & Moda**

Vocational course at fashion design,

2014 - 2016 ● **Finance University under the Government of the Russian Federation**

Master's degree,

2013 - 2014 ● **Groupe ESC Troyes**

Bachelor's degree,

2012 - 2013 ● **ACCA**

Student,

2012 - 2013 ● **PWC junior club**

PwC student,

2010 - 2014 ● **Finance University under the Government of the Russian Federation**

Bachelor Degree,