



Claudia Matalana

Communicator with consultancy, agency and in-house experience increasing brand visibility.

📍 London, UK

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Languages

Spanish

English

About

FASHION COMMUNICATIONS & BUYING PROFESSIONAL High achieving self-starter with 6-years experience in communications and buying, working as part of in-house teams for corporate employers and on a consultancy basis for fashion clients. Innately organised and able to learn at a rapid pace to deliver exceptional results under pressure and exceed expectations. Builds trusted relationships with suppliers and key stakeholders through excellent communication. Fully bilingual in English and Spanish.

BRANDS WORKED WITH

British Embassy

LDN Communications

Monsoon Accessorize

Sí Collective

Southern Peaks Mining

Experience

● Buying Admin Assistant

Monsoon Accessorize | Aug 2022 - Now

- Maintains effective relationships with suppliers to ensure development, fit, approvals and production samples arrive in line with the critical path and highlights any delays to the Assistant Buyer and Senior Buyer.
- Supports Senior Buyer in the day to day running of the department in the absence of the Assistant Buyer
- In charge of leading all BAs in day to day tasks including maintaining the showroom and ensuring it is organised for meetings, arranging biweekly sample sale collections and collecting post on a daily basis.
- Effectively manages the approval process alongside the Assistant Buyer ensuring comments and feedback is communicated to suppliers in a timely manner.
- Supports the Assistant Buyer by gathering samples ahead of monthly trade and sign offs.
- Responsible for maintaining all development, fit and production samples are in order.
- Attends fit sessions along with the Assistant Buyer and ensures comments are fed back to the suppliers.
- Supports the marketing team by collating key samples for internal and external marketing campaigns, elevated ecommerce photoshoots and editorial features with fast turnarounds.
- Liaises directly with the ecommerce team to ensure all relevant product is live on the website and all imagery and product information is correct.
- Manages all sample requirements from concession partners and ensures samples are sent in a timely manner for special campaigns and photoshoots.
- Responsible for liaising with the Studio Manager and Senior Stylist on a weekly basis to ensure all product is shot in line with the department vision.

● Fashion Communications Intern

Sí Collective | Oct 2022 - Dec 2022

- Monitored daily press, PR and influencer coverage to prepare gifting and social media reports for clients.
- Collaborated with clients to identify and engage key social media influencers, editors and bloggers, leveraging database of contacts across fashion, beauty and lifestyle segments. Built tailored databases for client projects.
- Contributed ideas and extensive research on art, lifestyle and fashion imagery to assist with curation of Sí Collective social media account. Utilised prior experience as social media manager to boost account presence.

● Public Relations Intern

LDN Communications | May 2022 - Aug 2022



- Responded to image, sample and editorial requests from national and international publications, fashion and beauty editors, VIP clients, stylists, celebrities and influencers. Planned and managed photo-shoot logistics.
- Provided input into monthly client reports that measure PR value by collating media coverage and PR clippings.
- Produced lookbooks and e-blasts using Adobe Creative Suite to be sent to targeted media contacts.
- Drafted communication materials for clients, including press releases, pitches and ideas for launch events.

● **Communications Analyst**

Southern Peaks Mining | Aug 2017 - Feb 2021

- Generated print and online coverage on mining operations achievements by writing and distributing press releases to leading newspapers and specialist magazines.
- Developed campaign that successfully relaunched company's vision, mission and values. Collaborated with different stakeholders and tailored communications for each audience to ensure messages landed effectively.
- Delivered series of interviews and new corporate video. Scripted content and supervised all logistics (including transport to mining operation). CEO presented launch video at event for 1,500 employees.

● **Communications Intern**

British Embassy | Jul 2016 - Jul 2017

- Supported and realised communications objectives by developing and maintaining strong relationships with journalists and key contacts across print and digital media to secure and increase PR coverage of Embassy events.
- Designed and drafted external communications materials, including press releases and articles for Embassy's website following Foreign & Commonwealth (FCO) and GREAT Britain campaign brand guidelines.
- Assisted with organisation of high-profile events by implementing communication strategies and managing VIP guest and media lists. Significant events included Hay Festival 2016 launch and The Queen's Birthday Party.

Education & Training

- 2021 - 2022 ● **University for the Creative Arts**
MA, Fashion Business & Management (Distinction),,
- 2020 ● **College of Fashion & Kering**
Fashion & Sustainability,
- 2019 ● **Rochester Institute of Technology**
Business Communication (Online Course,
- 2011 - 2016 ● **Pontifical Catholic University of Peru**
Bachelor of Arts in Communication,