



Daria Ziuzko

Communications Manager

Paris, France

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Languages

- English
- Russian
- French
- Mandarin

About

Strong skills in external Communication and Community management for Instagram, LinkedIn and Tik Tok. Along with the content creating skills. Strong experience in Luxury Industry.

My main objective is to organise a smooth, targeted and engaging Communication Strategy for the Brand.
Speak Russian, English, French and Chinese.

Master 2 at SUP DE PUB Paris in Communication and Marketing in Luxury, Holding a Bachelor in Linguistics from Moscow Pedagogical State University, along with multiple courses in the arts and fashion.

BRANDS WORKED WITH

- BALENCIAGA
- Castafiore
- C'era una volta
- Guerlain
- KRAKATAU
- SPOTLIT
- Wagenlux

Experience



● COMMUNICATION & PR MANAGER

SPOTLIT | Jul 2022 - Sep 2022

Community Management for Instagram, LinkedIn and TikTok Building External Communication Strategy Content Creation & Editing for Social Media Public Relations: Business Correspondence, Building Strong Relations with the Clients, Organising events for Brand awareness. Highlighting events and partnerships on Social Media Contributing to the creation of the internal processes for the Start-up.



● ASSISTANT RETAIL TRAINING

BALENCIAGA | Sep 2021 - Sep 2022

Retail Training Project coordination Internal & External Communication Events Organisation & Coordination Communication activities across training execution online, in-store and in classroom. Negotiations with external providers Retail Newsletter Coordination, Editorial Calendar coordination Support the launch of new Projects/ Trainings: Communication, Training App activations, monitoring the Path of each learner



● CLIENT ADVISOR

Guerlain | Sep 2020 - Sep 2021

Ambassador of the brand Realize monthly objectives Provide a unique and first-class customer experience Win the loyalty of customers.



● ASSISTANT TO BRAND DIRECTOR

C'era una volta | Apr 2019 - Jul 2019

Developed multimedia presentations for the buyers Developed the campaigns for social media Negotiating with the suppliers in Chinese Stock revision Supported the brand director in day-to-day operational decisions. Worked in direct collaboration with suppliers to achieve the following result: desired deal for the product development



● ASSISTANT TO CREATIVE DIRECTOR

KRAKATAU | Aug 2018 - Mar 2019

Retouching and image processing operations on PNG, JPEG, working in such programs as Adobe Photoshop, Adobe Illustrator, Adobe InDesign in order to produce attractive visuals. Creation of patterns for a product line, realization of design of the product, negotiating the production process with the factories and suppliers in Chinese. Worked in direct collaboration with factories, suppliers and the production team to achieve

the following result: a finished product(accessories line) Researched and updated all the materials needed by the company and partners in Chinese and English, Supported the Creative Director in day-to-day operational process Negotiated the needed conditions with suppliers.

● **AUTOMOTIVE INTERIOR DESIGNER**

Wagenlux | Jan 2016 - Feb 2018

Designing a custom-made automobile interiors Support Creative Director resolving issues to provide outstanding customer service. Freehand sketching, working in Adobe Photoshop and iPad Pro. Working with custom-made leather to create a unique design for each customer Presenting our products to buyers and customers in various events. Public speaking, presenting, interacting with the clients at the design shows.

● **Marketing & Communications Manager**

Castafiore | Sep 2022 - Now

Developed and executed marketing and communication strategies on a weekly, monthly, and yearly basis.

Established brand collaborations, negotiating the conditions, building influence communication strategy, managing written communication for the partners.

Leveraged influence to negotiate and implement social media communications.

Implemented CRM strategies for internal partners, including automated email systems and reporting.

Managed weekly emailing for French, European and USA markets, conducting marketing analysis.

Produced digital content across platforms(photo, video, interview), including Instagram and LinkedIn, Castafiore's Website growing audience and engagement.

Organized and executed four brand events(commercial and communication oriented), handling concept development, communication, and collaboration management.

Coordinated regular professional photoshoots and video content creation.

Translated and created written content in French and English, maintaining brand tone and voice.

Managed website and Shopify tasks, including photo editing, product descriptions, and collection creation.

Proficient in Adobe Suite, Office Suite, Cup Cut, Kaviyo, and Shopify platforms.