



Maria Stella Latella

Fashion Business | Fashion Marketing | Partnership and Sales

Perugia, Province of Perugia, Italy

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Links

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Languages

Spanish (Work Proficiency)

Italian (Native)

English (Fluent)

French (Work Proficiency)

About

To briefly introduce myself; I am a creative and organized mind with a bachelor's degree in International and Advertising Communication and with experience in the luxury fashion and beauty industry, where I had the opportunity to cover different roles, such as luxury-fashion business developer, buyer, store manager assistant and stylist. I have experience in the field of sales, communication and marketing and strong passion for match-makers business relationship creations. Over the years, I have worked and liaised closely with brands managers, sales directors, showrooms, agents, entrepreneurs and designers.

I am able to successfully juggle multiple projects and have an excellent track record of building new business, forging strong relationships with clients, developing partnerships and increasing company revenue through innovative and creative strategies. I believe the major contributor to this success is my talent as a persuasive communicator, whom can easily adapt her style to different audiences.

Additionally, growing up in a family with close links to the arts (my father is an artist and my mother a writer) helped me develop a critical eye and a strong aesthetic sense. Art, fashion and luxury is where I feel I can work at my best as I am a confident communicator, with an awareness of current trends and luxury brands' success and challenges.

BRANDS WORKED WITH

- 3Dific
- Hilldun Corporation
- LUISAVIAROMA
- MECCA
- Mediterraneo Store
- Niba Luxury Boutique

Experience

● Business Developer

Hilldun Corporation | Aug 2022 - Now

Global Digital Prospecting with owned responsibility for multiple geographic locations (avg. 50-70 daily). Supported the Business Sales Director by monitoring all the marketing and sales activities of partners and clients. Executed business prospecting and built relationships with brands and extensive industry network. Analysed the financial statements of prospects and negotiated contracts. Attended fashion show and business trips in Paris, London, Milan (ateliers, showrooms, trade show). Developed new and maintained existing business relationships with retailers and showrooms. Conducted market research for luxury fashion houses and lifestyle brands (existing and emerging brands, wholesaling and DTC) Used of multiple software systems: Microsoft outlook, CRM database, Excel, Launchmetrics, Notion and Zoom. Developed strategies and actions to gain new customer and maximize sales. Created a database with a focus on European and American luxury fashion and beauty brands. (Wholesaling, DTC) Managed the client database and updated the company's database (CRM/ Dynamics 365).



● Fashion Stylist

LUISAVIAROMA | Jun 2021 - Nov 2021

- Styled Ad-Hoc E-Commerce and Editorial campaigns
- Participated in meetings with the heads of the design, buying and press team to brainstorm and created looks for monthly creative shots
- Collaborated with various photographers and creative for the organization, management and realization of photoshoots.
- Conducted brand, trend and market research.
- Briefed the photo studio on our monthly trend report, going through mood boards, outittings and key styles for the season
- Coordinated models and creative support staff from greeting them upon arrival to instructing them on wardrobe changes, hair & make-up.



- **Business and Marketing Communication Assistant**

3Dific | Jan 2021 - Jun 2021

Advised practice leadership and project teams as to the most effective communication strategy and assisted in the development of key messages and themes. Assisted the management of internal and external communication between partners and the national and international press. Organized and execute marketing and business development meetings/events. Built and maintained contacts with existing and new partners. Managed the client database and updated the company's database (CRM/ Dynamics 365). Provided end-of-month reports outlining work activities and project progression. Assisted with all aspects of production related to the development of marketing communications projects.

- **Fashion Stylist and Buyer - Specialist E-Commerce**

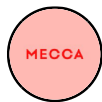
Mediterraneo Store | Jul 2018 - Aug 2019

Monitored the market and identified trends and business opportunities and provided recommendations to the Buying Director. Executed orders in various showrooms. Developed new and maintained existing business relationships with retailers and showrooms. Styled Ad-Hoc E-Commerce and Editorial campaigns. Collaborated with Mediterraneo's owner and staff to effectively elucidate the brands and merchandising standards for styling purposes on the online platform.

- **Buyer and Store Manager Assistant**

Niba Luxury Boutique | Aug 2017 - Jul 2018

Executed market research on luxury fashion brands. Assisted the buying director to execute orders in various showrooms. Provided end-of-season feedback to each brand. Maintained contact with other departments by communicating orders, product information and brand awareness. Monitored the market and identified trends and business opportunities and provided recommendations to the Buying Director. Built and managed relations with private buyers. Executed merchandise strategies by using visual display techniques throughout the store. Used product knowledge to help customers' decision making. Achieved sales targets set by the company and sales managers. Managed Niba's Instagram and Facebook accounts and responded to clients' inquiries. Designed artistic window displays according to current trends.



- **Sales Assistant**

MECCA | Jan 2015 - Jun 2016

Responsible for welcoming customers upon entering the shop and client relationship building. Used product knowledge to help customers' decision making. Performed inventory checks and catalogued new stock. Achieved sales targets set by the company and sales managers. Completed training on sales management and providing bespoke customer experience.

Education & Training

2017 - 2022

- **UNIVERSITY FOR FOREIGNERS OF PERUGIA**

Bachelor of Arts, Advertising Communication