



Kateryna Solovei

Art Director, Stylist

Paris, France

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Links

- [Website](#)
- [LinkedIn](#)
- [Instagram](#)
- [YouTube](#)

Languages

- French (Work Proficiency)
- Ukrainian (Native)
- Russian (Native)
- English (Work Proficiency)


About

me

BRANDS WORKED WITH

- Buro 24/7
- Fashion Estimates
- Fw-Daily.Com (Lmg Group)

Experience

- Managing & Art Director at**
 Fashion Estimates | Jan 2021 - Feb 2022
 - Co-founded a production team that helped fashion brands reduce production costs by up to 50% and increase sales by 10 to 30% in a short period.
 - Created visual strategies, ad concepts, and media plans for clients;
 - Supervised creative teams and organized production.
 - Acted as a manager for the client Elena Bakirova and has helped the brand to increase Instagram audience by 41%, raise sales by 23% and decrease advertising expenses by 27% without additional investments in 6 months.
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Editor at
 Buro 24/7 | Jul 2019 - May 2022
 - Curated media specials production and established relations with advertisers that increased the paid content by 19% during the COVID slow-down;
 - Supervised contracted content writers and developed engaging content that helped to increase engagement by 22%.
 - Performed website and corporate media data analysis, watched trends and shared insights with the team.
- Editor-in-Chief at**
 Fw-Daily.Com (Lmg Group) | Jan 2015 - May 2015
 - Developed editorial policy that helped to eorganize a publication from a local fashion week chronicle to one of the leaders in the local fashion market;
 - Mentored a team of 3 magazine editors and coached freelance writers; together we increased the audience by 35% in 3 months.
 - Supervised the creation of content for Mercedes-Benz Kiev Fashion Days (in house) that helped Ukrainian fashion talents gain international recognition.

Education & Training

- 2022 - 2023 ● **ESP Ecole Superieure de Publicite**
 Master's degree, International Marketing and Luxury Industry
- 2013 - 2013 ● **London College of Fashion, University of the Arts London**
 Short Course, Fashion Journalism
- 2006 - 2011 ● **Oles Honchar Dnipro National University**
 Master's Degree, Translation, Journalism, International Communications