



Buket Usta

Creative direction / Production
in Paris

Paris, France

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Languages

Turkish

English

French

About

Elevating Brand Presence through Freelance Creative Direction and Production in the Luxury Digital Landscape

BRANDS WORKED WITH

GQ

Pirnia Collections

Stores Think Tank Company

the Estée Lauder Companies – Darphin

Experience

Assistant E-commerce Manager

the Estée Lauder Companies – Darphin | Jun 2022 - Now

- Assist in development of online animation plan for 5 EMEA markets, coordinating with affiliates to build brand boutique.
- Responsible for monthly Darphin.eu site refresh, e-merchandising and improve user experience in collaboration with EMEA Content Management agency.
- Acting as point of contact between Global team and Pureplayer coordinators in product launch, assets, products information and assisting in building brand boutique on pureplayer websites.
- Analyzing monthly market performance, brainstorming with market affiliates and executing campaign activations.
- Leveraging Brandquad analysis tool to create insightful reports about price change, analyzing ratings and reviews of retailers websites to improve Brand.com websites. Assist on creation monthly market performance reports for top management.
- Executing A to Z offer activations (from stock levels until measuring offer performance) for EMEA markets. Digital Marketing Channels.

Showroom Manager Assistant

Pirnia Collections |

- New era showroom dedicated to brands offering, evening wear and haute couture.
- Showroom coordination for Spring Paris Fashion week. Personal customer assistant – lead to sales.
- Organizing and developing all promotional activity within the showroom in a way that maximizes the sales.

Trainee

Stores Think Tank Company | Apr 2021 - Sep 2021

- Content creation based on analysis of both international and national press, field visits, news, etc. related to the fashion and retail industry
- Upgrade the digital presence and activities of IADS: website, social networks, newsletter (both technical and content-wise)
- Setup & coordinate the different social media channels with relevant information on current fashion and retail trends
- Animate website, review metrics and propose improvements
- Community management for the brand's social media platforms.

GQ Turkey freelance

GQ | Jun 2023 - Dec 2024

- Working closely with the image team and overseeing the development of creative materials for social purposes.
- Collaborate with the Digital team around the calendar, strategy, and orchestration of the on-site content in line with the communication and business objectives of the Brand. including product selections for editorial content, and event activations.
- Offer brand and visual identity expertise and assistance to global colleagues from diverse viewpoints, ensuring uniform and high-quality implementation

