



Olya Kustova Krolombi

Key Accounts Manager - Strategic partnerships

📍 London, UK

[Portfolio link](#)

[Portfolio file](#)

[View profile on Dweet](#)

Links

[Website](#) [LinkedIn](#)

Languages

- English (Fluent)
- Russian (Native)
- Spanish (Basic)
- Hebrew (Basic)

About

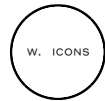
I am an account and client relationship manager with a robust understanding of the fashion and luxury industries and consumer behaviour. Adept at using communication techniques to increase brand awareness among clients, I encourage market growth and return on investment. I sustain a high-returning client rate and build an engaged and loyal customer base. I have proven high quality implementation of business strategies that help me and my team to meet targets and drive sales and customer growth.

Areas of Expertise: E-Com Business and Marketplace, Relationship Management, Innovation in Content, Account Management

BRANDS WORKED WITH

- Anna Mason London
- AZ Real Estate
- Hewi London
- Swatch Group
- Wardrobe Icons
- WeWork

Experience



● Digital and Marketplace Executive

Wardrobe Icons | Sep 2020 - Apr 2023

Key achievements

- Successfully implemented targeting strategy for newsletter marketing which increased the number of subscribers and future potential buyers by 30%.
- Contributed to high impact photoshoots which significantly increased engagement of platform audience.
- Utilised the business CRM alongside their scoria media strategy to manage visual representation for the Future ICONS Brands, boosting the sales of eight listed brands.

● Buyer and Private Styling Client Consultant

| Mar 2019 - Apr 2023

Key Achievements

- Successfully launched personal online services and increased the number of clients in the UK and abroad.
- Increased the returning client base, including HNWI's, by 40% for online follow-up styling sessions.



● Client Relationship Associate and Stylist

Anna Mason London | Sep 2019 - Dec 2019

Key achievements

- Private VIP sessions contributed to sales growth and copy revenue.
- Identified need for a merchandising strategy and produced one to guide the store.



● Communications and Development Business Senior Associate for the UK, Ireland and Russia

WeWork | Dec 2018 - Jun 2019

Key achievements

- Part of the team that launched WeWork in the Russian market and created a new pipeline of B2B and B2C clients for Ireland and UK.
- Doubled the number of sales leads for UK and Ireland.



● Account Manager and Business Development Consultant

AZ Real Estate | Nov 2017 - Sep 2018

- Liaised with clients, including HNWI's, in relation to advice on the best possible investment solutions in the UK real estate market. 80% of clients were Russian or CIS, with 20% UK and International.

- Conducted up to 5 client consultations per day.
 - Managed at least 10 projects independently at any one time.
 - Was responsible for 95% of the residential instructions in the company, with approximately 90% successfully concluded.
 - Communicated with the CEO of the company to assist in maximising brand awareness.
 - Undertook extensive market research on a daily basis in order to present findings to the clients.
 - Assisted with social media content management, regular weekly postings and updates using WordPress.
- see less



● Business and Legal Consultant

Swatch Group | Mar 2013 - Mar 2016

- Management of the renegotiation of all active sale and purchase agreements for Swatch Group Russia. This extensive project demanded detailed and diligent organisation and utilisation of negotiation skills as I worked with branch managers to finalise the agreements with our clients.
 - Interaction with customs authorities on intellectual property issues, particularly the import of counterfeit goods.
 - Cooperation with company business partners regarding leases, purchase and sales contracts and other agreements. I was required to understand and focus on delivering the strategic priorities of the company.
 - Interaction with Russian legal authorities on behalf of Swatch Group to resolve disputes or issues.
 - Review of claims received from private individuals regarding the protection of consumers' rights.
 - Representation of Swatch Group in court hearings during cases of consumer rights protection.
- see less



● Key Accounts Manager and Head of Styling

Hewi London | Apr 2023 - Now

Key Achievements

- Grew the number of new key business accounts by 20% and doubled the revenue delivered to the company from existing accounts by 30%.
- Successfully led key promo event which generated £20K in a single day of pop-up installation.
- Increase in international portfolio revenue in the last 6 months.
- Created and implements a business proposal to launch a styling service as a new business venture.

Education & Training

2019 - 2019

● UAL

Styling and Art Direction , Art

2016 - 2017

● City University of London

MA, International Communications and Development

2007 - 2012

● University of Foreign Languages

BA, Civil Law