



Mirela de Lacerda Barbosa

Enterprise Consultant at London College of Fashion and Emotional Branding Consultant

London, UK

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Languages

English (Fluent)

French (Basic)

Portuguese (Native)

About

With 20 years' experience in the fashion and beauty industries, my work combines research, strategy and cultural aspects in order to create strong brand stories.

A background as a fashion journalist and lecturer, allowed me to understand the market challenges from different perspectives, which motivated the creation of my first consulting business, Modalogia.

Working with major fashion companies, I realised that a lack of clear identity was the main obstacle in their growth, leading to the research of Jung's archetypes as a branding strategy. During my MA course at London College of Fashion, the concept was further explored on case studies about British brands.

After identifying a market gap, I created Project M London, an emotional branding consultancy aimed at startups and middle-size businesses, tailored to find the motivation behind the brand, create its meaning and develop a mindset.

Since 2020, working as Enterprise consultant at London College of Fashion I could expand my coaching and mentoring skills by supporting students and alumni on their entrepreneurial journeys.

I believe that consistency, honesty and passion build meaningful brands.

Skills

Archetypal Branding - Brand Strategy - Storytelling - Business Strategy - Business Coaching - Mentoring - Startup Development

BRANDS WORKED WITH

Beach Society UK

Centre for Fashion Enterprise

Lily and Lionel

London College of Fashion, University of the Arts London

L'Oréal

Malée Natural Science

Modalogia

Project M London

Tateossian

Experience

Enterprise Consultant

London College of Fashion, University of the Arts London | Mar 2020 -
I mentor and coach students on their entrepreneurial journeys, identify opportunities to enhance student experience and develop their entrepreneurial mindset, engage with academic and industry partners to deliver the enterprise programme, plan industry-led events for students and alumni and manage the LCF Founders Club community

Hourly Paid Lecturer

London College of Fashion, University of the Arts London | Jan 2019 - Dec 2019
Working as a freelancer, along with the Student Enterprise Team, I mentored students and graduates on their entrepreneurial journeys

Founder

Project M London | Jul 2016 -
Project M London is an emotional branding consultancy aimed at startups and small to medium size companies.

Applying the concept of archetypes, the work is tailored to develop meaningful brands, with engaging motivation and clear mindset, translated in strategic positioning, marketing & visual communication plans and mentoring sessions that tackle the business core.

Some of my past and current clients include L'Oréal, Tateossian, Lily and



Lionel, SabryMarouf, Prim & Clover, Stasa Design, OMNISS and Hunter Collective.

www.projectmlondon.com

● Freelance Social Media Strategist

Beach Society UK | Apr 2016 - Jul 2016

Developed a social media content plan for this accessories brand (including brand positioning, competitor analysis, brand persona, tone of voice and visual guidelines) and provided training for Facebook, Twitter, Instagram and Pinterest management.

● Marketing Assistant

Centre for Fashion Enterprise | Jul 2015 - Jul 2015

Planned and managed online marketing campaigns for different social media channels and produced content for CFE and Fashion Innovation Agency newsletters and websites



● Digital Marketing Freelancer

Malée Natural Science | Jun 2015 - Jun 2015

Created the brand persona and social media content plan for this beauty startup



● Market Research Consultant

Tateossian | Feb 2015 - Jul 2015

The project focused on menswear accessories and analysed the potential for brand expansion in the UK, USA and China markets, along with trends reports and suggestions for product development



● Marketing Assistant

Lily and Lionel | Jan 2015 - Mar 2015

Working with the creative director and the marketing manager, developed and implemented a plan to communicate the brand identity across different social media channels, generating awareness and engagement



● Social Media Content Manager

L'Oréal | Apr 2014 - Aug 2014

- Created brand personas, developed and managed content plans and social media campaigns for Lancôme, Kieh'l's, Redken, Roger & Gallet, Essie, SkinCeuticals, Inneov and Matrix.
- Worked closely to the ecommerce, marketing and product development teams at L'Oréal to ensure brand awareness and traffic growth
- Led, motivated and guided a team of 5 copywriters and designers
- Allocated budget for paid campaigns
- Analysed audience and conversion reports in order to maximize ROI

● Founder

Modalogia | Jan 2009 - Aug 2014

- Adapted and successfully applied a method of brand identity strategy based on the study of Jung's archetypes to position fashion brands in the Brazilian market;
- Developed digital strategies, edited and wrote content for blogs and social media channels;
- Presented trend forecasting, selling techniques and dress code workshops to design, marketing and sales teams at fashion companies

Education & Training

2014 - 2015

- London College of Fashion, University of the Arts London
MA Fashion Entrepreneurship and Innovation,

- 2005 - 2006 ● **Universidade Anhembi Morumbi**
Master's degree,
- 2001 - 2002 ● **Escola de Moda Candido Mendes**
BA,
- 1997 - 2000 ● **Pontifícia Universidade Católica do Rio de Janeiro**
BA,