Valeria Akl

Fashion Industry | Cultural and Political Analysis | PR | Trend Research

⊙ London, UK

Portfolio link

View profile on Dweet

Links

in LinkedIn

Languages

Spanish (Native)

English (Native)

French (Basic)

About

Nice to meet you! My name is Valeria, I am a Political Scientist with an MA in Fashion Cultures.

With capabilities to understand and forecast social behaviour within the fashion industry and political arena. With skills in PR, Journalism, trend research, consulting and cultural analysis. Professional with effective communication skills (oral and written) and tri-lingual.

I have a Podcast in Spanish called Poder Glamour & Gloria (Power Glamour & Glory), where the different connections of power are analyzed. These power connections mostly rely on daily things such as fashion, pop culture, politics and media.

French-Colombian living in London

SPECIALITIES:
Political Analysis
Cultural Analysis
Consulting
Strategic Communications
PR
Podcasting
Trend Research
Copywriting
Content Creation
UX Research
Fashion Industry

If you want to reach out or collaborate you can DM me through LinkedIn or write to valeriaakl1@gmail.com

BRANDS WORKED WITH

FTI Consulting Strategic Communications   Kerry Taylor Auctions   Staiy

Experience

Intern

Kerry Taylor Auctions | Feb 2020 - Mar 2020

World's leading auction house specialising in vintage fashion, fine antique costume and textiles.
- Garment and object handling, steaming, labelling and organization.
- Photography assistance.
- Mannequin dressing, garment packaging and storage.
see less

Sustainability Intern

Staiy | Jul 2020 - Sep 2020

Sustainability associate in the section of Sustainability evaluation and research.
Project Co-owner for the development of substantial KPIs for the Materiality Assessment.

Consultant

FTI Consulting Strategic Communications | Jun 2022 - Now

In this position, I was responsible for conducting research, mapping relevant stakeholders and producing solution-driven content showing a clear understanding of clients' needs across several segments.
In order to enhance client reputations in the press and within politics, I

helped my team monitor news sources, tracked quantitative and qualitative data, and ensured standards were met.

● **Content Creator and Research Assistant**

| Feb 2021 - May 2022

Created written content and managed projects for Vanessa Rosales, a prominent Latinx fashion writer, to produce content for her podcast and newsletter about fashion, politics and culture in a post-Me Too era. Responsible for conducting research and implementing email marketing campaigns to promote Vanessa's online courses in Latin American fashion. Here I interacted with an audience of 200 readers and helped secure on average 15 students per course.

Education & Training

2019 - 2020   ● **London College of Fashion, University of the Arts London**

MA Fashion Cultures, Fashion Studies

2018 - 2018   ● **Universidad de Los Andes**

Fashion Journalism, Fashion Journalism

2012 - 2018   ● **Universidad de Los Andes**

Bachelor's degree, Political Science and Government