



# Ksenia Kislogubova

Marketing Project Manager

📍 London, UK

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## Languages

English (Fluent)

Russian (Native)

## About

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Enthusiastic and creative Marketing Project Manager with 10+ years of experience in the Luxury Fashion Retail sector, including Burberry and Louis Vuitton. Highly skilled in launching digital campaigns, social media management and E-commerce. Eager to leverage commercial mindset and outstanding organisational skills to raise your company's brand awareness. As a Marketing Project Manager for EDEM Couture, executed a successful international marketing strategy, expanding the brand's presence in USA, Asia, and Middle East, resulting in significant sales growth from inception in these regions.

### BRANDS WORKED WITH

Burberry

Candyshop

Edem Couture

Louis Vuitton

Santa Lomas

TSUM Moscow

## Experience

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### ● Marketing Project Manager

Edem Couture | Oct 2016 - Jun 2023

- Manage new and existing business relationships with boutiques and online marketplaces including Moda Operandi, Pullquest, Threads Styling, Bergdorf Goodman, Overthemoon.com, DressOne, etc.
- Crafting detailed SOW that encompass cooperation scope, objectives, and deliverables, while effectively establishing and monitoring milestones to ensure on-time partners orders.
- Led the rebrand of the company website and headed up the transition to e-commerce to support the commercial growth of the brand.
- Got promoted to the position of Marketing Project Manager from Junior Marketing Project Manager due to excellent performance and taking on additional projects.
- Analysis of competitors and trends, developing new ideas for promotion.
- Maintain up to date documentation on budgeting and PO using in-house software including MS Word/Excel.
- Leading content calendar based on seasonal events and special projects.
- Control of marketing campaigns, communications, and partner collaborations.
- Worked closely with PR, SMM, Finance, Legal, Sales and Design Teams.
- Communications with stakeholders including model agencies, stylists and set designers.
- Strategic marketing lead driving international brand awareness through participation in private, charity and commercial events including NY Fashion Week, CFDA runway, Barcelona Bridal week, Tatler Ball, Vienna Ball.
- Collate and analyse data and provide constructive feedback with reports to the managing director to inform strategic decisions.
- Implemented strategy that launched the brand to the international market in USA, Asia, and Middle East

### ● PR Manager

Candyshop | Jun 2015 - Oct 2016

- Oversaw the entire spectrum of PR management functions, including media relations and brand management.
- Oversaw the execution of seasonal trunk shows and events, while orchestrating the end-to-end organisation of photo shoots for new collections.
- Successfully presented the brand's collections in multi-brand showrooms in Amsterdam and Monaco, overseeing the production process for the first time in the brand's history
- Effectively event-managed 2 seasonal shows for the new collection at prestigious venues, including Vogue Fashion Night Out and GUM Department Stor



### ● Client Advisor, Accessories Team

Louis Vuitton | Jun 2014 - Mar 2015

- Achieved the distinction of TOP Performer in 2015 by surpassing sales targets and KPI within a 6-month timeframe.
- Conducted accessories product briefings for Sales Teams, resulting in improved cross-selling proficiency and a substantial overall increase in departmental revenue
- Rapidly built a portfolio of new clients, fostering loyalty and transforming them into repeat customers, garnering 16 personalised positive reviews, the first one from the sales team
- Executed visual merchandising (VM) rotations in alignment with brand guidelines.



### ● Sales Assistant

Burberry | Mar 2014 - Jun 2014

Managed all aspects of store operations, including administrative tasks, logistics, stock planning, supported Clienteling Team in organising in-store events.



### ● Sales Assistant

TSUM Moscow | Nov 2011 - Dec 2013

An absolute passion for fashion brands translated into delivery of a highly personalised styling service for clients to help them create their unique style using multiple brands, especially second line of world brands such as See by Chloe, Ralph by Ralph Lauren, Acne Studios etc. Assisted the Visual Merchandiser in the creation of concepts and displays that helped differentiate brands within a large department store. Achieved very challenging sales targets and created a personal customer base, attracting a 120 new clients and securing repeat business through personalised communications

### ● Digital Content Coordinator

Santa Lomas | Jun 2023 - Now

- Overseeing the management of brand content across social media, advertising, and partner platforms.
- Quality check images and support with ensuring product accuracy before uploading to the website.
- Uploading product imagery to the site using WordPress.
- Managing content calendar for website and social media, creating newsletters.
- Site Analysis, ensuring the customer journey is optimised, improving the flow.
- Successfully led the end-to-end development of a website, including writing technical requirements and coordination of the IT team.
- Successfully launched and managed eBay/My Wardrobe HQ/Harrods presence, resulting in higher brand sales performance.

## Education & Training

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2021 - 2021

### ● Google Digital Garage

Certificate, Fundamentals of digital marketing

2020 - 2020

### ● London College of Fashion, University of the Arts London

Certificate, Fashion Styling

2007 - 2013

### ● Sholokhov Moscow State University for the Humanities

MA, Design