



Marta Naffa

Fashion Editor / Brand Strategist

📍 Dubai - United Arab Emirates

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Links

[Website](#) [Instagram](#)

Languages

English (Fluent)

French (Basic)

Hungarian (Native)

About

With three years of experience in the fashion industry working in a variety of roles - including print and digital media, brand development, social content, and e-commerce, I produce content that keeps brands ahead of the curve.

BRANDS WORKED WITH

Hungarian Fashion and Design Agency

Itp Media

Substack

Vogue Arabia

Experience

● BRAND STRATEGIST —

Hungarian Fashion and Design Agency | Mar 2021 - Sep 2021

Managed Budapest Select Concept Store's social media platforms. Wrote copy for the homepage, newsletters, product descriptions, brand bios, social content, campaigns, and press releases. Prepared, tracked, and dispatched e-mail campaigns in 2 languages. Wrote copy for Budapest Central European Showroom and collaborated with the design team to adjust its website layout. Conceptualized brand activations and launch events.

● EDITORIAL ASSISTANT —

Itp Media | Jan 2020 - Sep 2021

Wrote articles for digital (trend reports, interviews, Fashion Week coverage, beauty reviews, and sponsored content) for Grazia Middle East and Villa 88. Planned and executed social media posts for Villa 88 Requested and managed press materials; facilitated media assets to PR. Supervised and managed the magazine layout sketch, including 'Fashion and Beauty Charts', 'Beauty Opener', 'Grazia Shop' pages, and Grazia Luxury. Attended online and in-person industry events (Net-a-Porter x 1115kin, Natasha Denona, Charlotte Tilbury, Les Benjamins showroom). Assisted shoots and filed credits.



● EDITORIAL INTERN —

Vogue Arabia | Apr 2019 - Jun 2019

Wrote articles, advertorials, and advertisements for print and digital. Assisted the Managing Editor with the daily running of the editorial department (editorial wall, picture desk, interview transcriptions, trend research, and generating editorial ideas and concepts). Managed contacts with brands, PR agencies, influencers, and creatives for editorials; supported sample requests and PR deliveries. Interviewed celebrities and influencers at Vogue Arabia's Second Anniversary party. Assisted the #BuyArabDesigners Campaign Video.



● Fashion Editor

Substack | Oct 2021 - Now

Education & Training

2019 - 2019 ● **University of the Arts London**

Fashion Journalism, Fashion Journalism

2015 - 2018 ● **Corvinus University of Budapest**

Communication and Media Science, Bachelor of Arts