



CATERINA REALÌ

CONTACT

- +39-3664273916
- catyreali@gmail.com
- www.linkedin.com/in/caterina-reali-189b75255/
- Prato, Italy

SKILLS

- Excel/PowerPoint/Word
- Indesign/Illustrator/Photoshop
- Shopify, Elementor, Protexpo, HubSpot, Iubenda
- Social Media Content Creator (Instagram and Tiktok)
- Event planning (charity events, fundraisers, gala nights for industries)

EDUCATION

UAL - UNIVERSITY OF THE ARTS LONDON
MA IN FASHION MARKETING AND SUSTAINABILITY
2024-2025

POLIMODA
BA IN FASHION MARKETING AND MANAGEMENT
2021-2024

- Best Marketing project in 2023
- Fashion and Digital Marketing
- Fashion Business and Management
- 99/110 final score

ITIS TULLIO BUZZI
HIGH SCHOOL DEGREE IN TEXTILE AND FASHION
2016-2021

- 100/100 final score

LANGUAGES

- Italian
- English
- French
- Spanish

PROFILE

Future fashion leader inspired by different cultures and specialized in the marketing and textile field.

WORK EXPERIENCE

SHOWROOM ASSISTANT
Rag and Bone February/March 2024

- Participated in the creation of showroom merchandising according to the visual merchandising rules of our brand;
- Presented the collections to key accounts and independent clients
- Monitored sales and financial objectives;
- Kept a tidy working space

FASHION WEEK ASSISTANT
Marco Rambaldi Brand February 2024

- Shooting the collection for the merchandising team
- Selection of the models during the castings
- Fitting the outfits for the catwalk
- Backstage at the catwalk, helping models to be ready, organizing the make-up, hair stylists and stylist.

MARKETING AND SALES ASSISTANT
MTT spa, June to August (from 2021 to 2024)
Textile company in Tuscany, Italy

- Did a marketing analysis for the textile industry - RE-BRANDING (Logo, Website and social media)
- Followed the process of textile, from the raw materials to the final product
- Worked in the fabrics fairs around the world, Milano, Paris, New York, Los Angeles and Monaco (communicating and liaising with clients about orders, social media content creation)
- Worked in Spain, A Coruna, where I showed the collection to all Inditex Department

SALES ASSISTANT
Zara, fashion Brand Sep. 2022 - Oct. 2022

- Sold collections of items
- Boosted my skills in how to connect with clients and how to relate with them
- Worked inside the warehouses and stocked and trucked products
- Managing situations of stress
- Understand how to be multitasking

CERTIFICATIONS

Carbon Literacy Certified
<https://carbonliteracy.com>



Inside LVMH certificate in Creation & Branding Retail & Custome Experience.
<https://www.lvmh.com/en>

VOLUNTEER WORK

Volunteer for Caritas (2021-2024)
(Charity foundation to help homeless people in Prato, Italy.)

- Gathered food for homeless people

Charity event organiser,

- Charity dinners for ATT (2021-2022-2023-2024)
- Charity parties for Caritas (2021-2022-2023-2024)