

CHRISTINA NERI

/ CONTACT DETAILS

Berlin, Germany
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Mobile No. +49 172 299 0862

/ COMPETENCIES

CREATIVE: Photoshop, Illustrator, After Effects, Premiere, InDesign, Canva, Figma, Adobe XD

E-COMMERCE: Shopify, Squarespace, Zendesk, Campaign Monitor, Iconosquare, G-Suite, Excel, Klaviyo

COPYWRITING: WordPress, Microsoft Office

/ EDUCATION HISTORY

London College of Fashion

Fashion Buying & Merchandising
Short Course | 2020

University of California, Irvine

Business Economics | 2013 to 2017

Universitat Pompeu Fabra

Business Economics & Marketing | 2017

/ WORK EXPERIENCE

Freelance Stylist and Creative Director

January 2020 - Present

- Conduct market research on trending styles and designers to create engaging and relevant editorial and commercial work
- Published in: Nylon Germany, Wül Magazine, Schön!, Duel Magazine, Teeth Magazine, Wallpaper*, AD Germany

Content Partnerships Intern | NBGA Magazine

January 2021 - April 2021

- Increased team productivity by 50% by developing and implementing a sales strategy using excel to organize clientele and track KPIs
- Created custom advertising packages utilizing online display advertising, native advertising, email advertising, and lead generation
- Oversaw end to end execution of sales process- from signing to implementation, delivery, and results
- Generated 200 new leads by maintaining awareness of new business and conducting research on companies aligned with NBGA's values

Marketing Assistant & Retail Manager | Charlotte Stone Shoes

March 2019 - August 2019

- Created weekly newsletters on Klaviyo and wrote branded content using Shopify; achieving a CTR 20%
- Revamped customer service ticket system using Zendesk, reducing average response time by 15%
- Handled both e-commerce and in-store merchandising, and maintained website functionality and product filters; achieved monthly sales of \$6,400 leading to 34% revenue increase
- Managed DTC sales and wholesale transactions across 5+ retailers and shipped a minimum of 20 items/day using cost-benefit analysis between UPS, FedEx, and DHL
- Organized collaborations and worked cross-functionally with influencers and high-profile clients including Brie Larson, Raveena, and MAAD for local campaigns
- Communicated initial set up and ongoing changes of 'pre-sell' product to accurately reflect delivery expectations across manufacturers
- Efficiently managed over 60 SKUS of inventory while purging stale items and generating sales

Editorial Assistant & Administrative Assistant to CEO | Girlboss Media

March 2018 - February 2019

- Reviewed and responded to over 1200 comments while incorporating community feedback into social media strategy
- Created social media pitch decks and proposals by translating high-level objectives to consumable content for Sophia Amoruso's personal Instagram leading to 100k impressions
- Developed a system via Excel and Notion to organize and streamline tasks to completion across all Omni-channels, increasing team productivity by 20%
- Pitched and wrote social posts and branded articles to appear across all digital Girlboss mediums
- Worked closely with strategy and marketing team to develop content maintaining a 20% engagement rate