

MARINA KHOROSH

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EDUCATION

2012 - 2013 INSTITUT FRANÇAIS DE LA MODE PARIS, FRANCE
Postgraduate Program in Fashion, Design and Luxury Management

2006 - 2009 FASHION INSTITUTE OF TECHNOLOGY NEW YORK, NY
BA, Advertising and Marketing Communications

PROFESSIONAL EXPERIENCE

9/2015 – Present FREELANCE WRITER & COPYWRITER NEW YORK, NY
WRITER

Regular contributor to Vogue.com with a focus on French girl style & dating style.

Author of DbagDating.com, a website that explores the intricacies of modern dating.

COPYWRITER (Biotherm, Bottega Veneta, Bucherer, DS Automobiles, Dior, Pacco Rabbane, Prada, Valentino, etc.)

Support creative agencies & individual clients on the creation of brand copy & content: brand bio, social media calendars, website copy, editorial content, video scripts, presentations, translation (French & Russian to English)

9/2013 – 9/2015 MAZARINE DIGITALE PARIS, FRANCE

STRATEGIC DIGITAL PLANNER (Dior, Chanel, Biotherm, Guerlain, L'Oréal Luxe, Tissot, etc.)

Benchmark of competitor landscape and audit of brand positioning via quantitative and qualitative research.

Development of integrated digital strategies for scopes such as digital re-positioning, website design, e-commerce launch, product launch, travel retail.

PROJECT MANAGER (Bottega Veneta)

Execution of 20K-100K+ projects, including Icons microsite, Holiday 2014 film, Tumblr redesign, Mobile redesign.

Full project execution through supervision of Creative, Motion, Development and Social Media teams.

Development & presentation of proposals, client relationship management between 3 international teams.

8/2011 - 5/2012 BOLLARE COMMUNICATIONS NEW YORK, NY

Account Manager (Vans, Quiksilver, Smythe, Iris von Arnim)

Securing of long- and short-lead editorial placements, execution of client events (in-store, press, runway).

12/2009 – 8/2011 KIMBERLY TAYLOR, Marketing and Communications Manager NEW YORK, NY

Management of brand's visual identity & brand communication via PR efforts, influencer collaborations & events.

INTERNSHIPS

STYLECASTER / STYLESIGHT / SEX AND THE CITY, THE MOVIE / INTERVIEW / HARPER'S BAZAAR

ADDITIONAL SKILLS

LANGAGES: Fluent in Russian and French, conversant in German

SOFTWARE: Proficient in Adobe InDesign, Adobe Photoshop, all Microsoft Office & Apple software.