



# Claudia Esposito

Collection Merchandising - Junior Product Marketing Specialist

Italy

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## About

Product Marketing Specialist

BRANDS WORKED WITH

Bulgari

LUISAVIAROMA

Outfit Italy

## Experience



### ● WW LG&A Product Marketing Specialist

Bulgari | Sep 2022 -

- Providing sales analysis, tracking the performance weekly, monthly, and YTD.
- Monitoring the competitors' movements: new launches, price increases, new marketing ideas.
- Supporting the creation of marketing brief to establish collection guidelines according to marketing strategies.
- Keeping updated: the data entry on PLM system and all the documents required for the collection development (cockpit, delivery plan, price maps, booklet etc.)
- Building documents to plan and carry out cross-functional activities (VM guidelines, sales forecast, training presentation etc.).
- Supporting the team in launching the new collection providing relevant materials.
- Collecting relevant markets feedback for the development of the next collection.

Meno dettagli



### ● Product marketing intern

Bulgari | Jan 2022 - Jul 2022

Support the development of the product marketing strategy, managing the marketing mix levers relevant to the specific product category and following up on the product lifecycle, up to market launch in cooperation with all involved department within and outside the BU.



### ● Social media strategy

LUISAVIAROMA | Apr 2021 - Jul 2021

"Conquer market shares in the US, in a short, medium term perspective, with a correct positioning and faithful to the values of the LUISAVIAROMA brand"

### ● Assistant Fashion Designer

Outfit Italy | Jul 2019 - Mar 2020

- Creation of drawings (both freehand and Adobe Illustrator).
- Involved in the choice of fabrics and materials for the production.
- Creation of mood boards.
- Creation of technical data sheets.
- Managing relationships with suppliers guaranteeing the overseeing and timing of the product development process for the creation of the global collection.

## Education & Training

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- 2020 - 2021 ● **Luiss Business School**  
Master of fashion management,
- 2015 - 2019 ● **IUAD-Italian University of art and design**  
Laurea triennale,