



# Claudio Bui

Visual Merchandiser Manager  
| Project Manager | CSR Corporate Social Responsibility & ESG Sustainability

Barcelona, Spain

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## Languages

English (Work Proficiency)

French (Work Proficiency)

Italian (Native)

Spanish (Basic)

## About

With 9+ years in marketing and my recent EMEA Manager role, I emphasize the human element in business. As a Visual Merchandiser, I delved into Retail, Image, Marketing, and Brand, valuing the individuals behind brands. My unwavering sustainability passion led me to pursue a Sustainability Business Postgraduate Course at the University of Cambridge. This experience deepened my grasp of sustainable practices and their pivotal role in corporate strategies. My extensive marketing and communication background, combined with a strong sustainability focus, positions me as an ideal candidate for sustainability roles. I'm eager to leverage my skills to drive meaningful change and support eco-conscious initiatives, always with a people-centric approach.

### BRANDS WORKED WITH

Claudiomassimobui.com

Givenchy

KARL LAGERFELD

Maison Margiela

Pierre Mantoux S.r.l. by Ilcat

Salvatore Ferragamo

## Experience



### ● EMEA Project & Visual Merchandising Manager

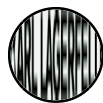
Givenchy | May 2022 - Jun 2023

Used to work with different department to reach the goals in time used to managed new launch and events..

- Demonstrated a "can-do" attitude with an open mindset and entrepreneurial spirit. Implemented both strategic and operational projects, fostering creativity and innovation while encouraging kindness and positivity.
- Embraced a technology mindset and initiated work on sustainability initiatives. Managed relationships with suppliers for pop-up stores, special projects, and window launches to align with regional image projects
- Led a team of four professionals, providing support for various countries and projects

### ● Senior Visual Merchandiser France & Spain

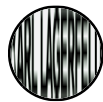
Salvatore Ferragamo | Jan 2022 - May 2022



### ● Area Visual Merchandiser Europe

KARL LAGERFELD | Jan 2019 - Jan 2022

- Management of 60 boutiques with in-store visual management, opening of 35 stores, and 12 pop ups. Collaboration with Marketing & Communication, Events, and Retail teams.
- Visual Merchandiser - Sep 2016/Jan 2019
- In-Store VM Milan // Opening Specialist - Mar 2016/Sep 2019



### ● Visual Merchandiser

KARL LAGERFELD | Sep 2016 - Jan 2019



### ● In-store Visual Merchandiser

KARL LAGERFELD | Mar 2016 - Sep 2016

### ● Assistant Brand & Marketing Manager

Pierre Mantoux S.r.l. by Ilcat | Dec 2014 - Jan 2016

- Brand-Marketing Manager support in all activities
- Coordinator for seasonal ADV from briefing to execution
- Company Web Sites realization (B2B)
- Creative Marketing Projects
- Managing Events and PR Office
- Build and maintain Marketing projects with GANTT on all the activities
- Support for agents



- **Sales Consultant**

Maison Margiela | Feb 2013 - Apr 2013

. In Store VM support

. Greeting, acknowledging, and informing customers in a warm, courteous, and professional manner

- **Fashion Stylist**

Claudiomassimobui.com | Feb 2012 - Dec 2014

<http://claudiomassimobui.wixsite.com/claudiomassimobui>

## Education & Training

2023 - 2023

- **University of Cambridge**

Business Sustainability Management,

2020 - 2020

- **4M Group**

3D Studio Max + V-Ray,

2011 - 2014

- **Istituto Europeo di Design**

Laurea triennale,

2004 - 2009

- **Collegio Nazareno**

Diploma linguistico,