



Kateryna Solovei

Art Director, Stylist

Paris, France

Kateryna is **Available to work**

[Portfolio link](#)

[Portfolio file](#)

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Links

[Website](#)

[LinkedIn](#)

[Instagram](#)

[YouTube](#)

Work Preference

Location: Not looking to relocate

Pattern: Open to Part-time work

Employment: Freelance Assignments,
Permanent Positions, Hourly Consulting

Skills

Art Direction (Advanced)

Styling (Advanced)

Editing (Advanced)

Fashion Styling (Advanced)

Fashion Writing (Advanced)

Fashion Blogging (Advanced)

Visual Styling (Advanced)

Project Management (Advanced)

Copywriting (Advanced)

Fashion (Advanced)

Languages

French (Work Proficiency)

About

me

BRANDS WORKED WITH

Buro 24/7

Fashion Estimates

Fw-Daily.Com (Lmg Group)

Experience

Managing & Art Director at

Fashion Estimates | Jan 2021 - Feb 2022

- Co-founded a production team that helped fashion brands reduce production costs by up to 50% and increase sales by 10 to 30% in a short period.
- Created visual strategies, ad concepts, and media plans for clients;
- Supervised creative teams and organized production.
- Acted as a manager for the client Elena Bakirova and has helped the brand to increase Instagram audience by 41%, raise sales by 23% and decrease advertising expenses by 27% without additional investments in 6 months.

Editor at

Buro 24/7 | Jul 2019 - May 2022

- Curated media specials production and established relations with advertisers that increased the paid content by 19% during the COVID slow-down;
- Supervised contracted content writers and developed engaging content that helped to increase engagement by 22%.
- Performed website and corporate media data analysis, watched trends and shared insights with the team.

Editor-in-Chief at

Fw-Daily.Com (Lmg Group) | Jan 2015 - May 2015

- Developed editorial policy that helped to reorganize a publication from a local fashion week chronicle to one of the leaders in the local fashion market;
- Mentored a team of 3 magazine editors and coached freelance writers; together we increased the audience by 35% in 3 months.
- Supervised the creation of content for Mercedes-Benz Kiev Fashion Days (in house) that helped Ukrainian fashion talents gain international recognition.

Education & Training

2022 - 2023

ESP Ecole Superieure de Publicite

Master's degree, International Marketing and Luxury Industry

2013 - 2013

London College of Fashion, University of the Arts London

Short Course, Fashion Journalism

2006 - 2011

Oles Honchar Dnipro National University

Master's Degree, Translation, Journalism, International Communications

Ukrainian (Native)

Russian (Native)

English (Work Proficiency)