

ANASTASIA KOZAITIS

Profile

Lasalle College graduate with a DEC in Fashion Marketing. Visual Merchandiser at Holt Renfrew with 3 years of retail experience. Expert at creating content, mood boards and social media marketing. Always looking for new experiences to grow my knowledge in the fashion world.

Education

DEC, Fashion Marketing
LaSalle College, Montreal
2016 - 2019

Studied Social Sciences
Vanier College, Montreal
2014 - 2016

High School Diploma
Lauren Hill Academy, Montreal
2009 - 2014

Skills

Microsoft Office (Word, PowerPoint, Excel)
Adobe Cloud (Illustrator, InDesign, Photoshop, Lightroom)

Content Creation
Visual Merchandising
Social Media Marketing
Marketing Products
Fashion Styling
Strong Interpersonal Skills
Quick Learner
Team Worker

Speaks and writes french, english & greek

Contact

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 Anastasia Kozaitis

Experience

VISUAL MERCHANDISER
HOLT RENFREW OGILVY

Present (2019) - As a Visual Merchandiser I create appealing and eye-catching displays. I produce window displays, signs, interior displays, floor plans and special promotion displays.

- Define and implement a creative visual merchandising strategy.
- Create appealing visual displays.
- Identify key messages and set clear images.
- Change displays to promote new product launches and reflect festive or seasonal themes.
- Staying on trend with the items chosen for display.

CONTENT CREATION INTERNSHIP
IMAGEMOTION

Present (2019) - As a Content Creator I work close with the Art Direction team, Social media marketing team as well as the rest of the content department. I am responsible for the development and production of visual content assets for various mandates.

- Brainstorming and planning for upcoming photo shoots and productions.
- Creating mood boards for inspiration.
- Prop shopping for photo shoots.
- Being active on set/ photo shoots.

SUPERVISOR/ SENIOR STOCK ASSOCIATE
CLUB MONACO

2017 / 2019 - Starting off as a stock associate I was responsible for receiving, organizing, replenishing and maintaining store inventory. I later on supervised the back of house, training new employees, overseeing and helped out with the Visual Team for new upcoming collections and was the head leader and stylist for the mannequins.

CREATIVE PROJECT MANAGER
M5 MEDIA MARKETING

2019 - As a creative project manager I worked close with the clients to help make their visions come true. I oversaw the projects from start to finish, created mood boards, researched locations for photo shoots, styling shoots, meeting project deadlines and made sure the clients were satisfied until the end.