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AMBITIOUS AND DETAIL-ORIENTED FASHION MEDIA & PROMOTION STUDENT CURRENTLY BASED IN LONDON, WITH A STRONG INTEREST IN EDITORIAL CONTENT, STYLING, VISUAL COMMUNICATION, AND CREATIVE DIRECTION. PASSIONATE ABOUT WORKING BEHIND THE SCENES IN THE FASHION INDUSTRY — FROM PHOTO SHOTS AND RUNWAY SHOWS TO CONTENT CREATION AND PR. LOOKING FOR JOB, INTERNSHIPS OR ASSISTANT ROLES WHERE I CAN GROW, SUPPORT A CREATIVE TEAM, AND GAIN HANDS-ON EXPERIENCE BEYOND TRADITIONAL RETAIL.

OKSANA SMYHORA

EXPERIENCE

ZARA | 2022-2023

Sales Associate

- MANAGED INVENTORY FLOW AND PRODUCT ROTATION BETWEEN STOCKROOM AND SALES FLOOR
- ASSISTED VISUAL MERCHANDISERS BY PREPARING NEW COLLECTIONS AND ENSURING ON-TIME AVAILABILITY
- SUPPORTED CUSTOMER-FACING TEAM BY HANDLING URGENT REPLENISHMENTS DURING PEAK HOURS
- ADAPTED QUICKLY TO DIFFERENT DEPARTMENTS (WOMENSWEAR, MENSWEAR, ACCESSORIES), GAINING INSIGHT INTO VARIOUS PRODUCT LINES AND CUSTOMER NEEDS
- DEVELOPED PRECISION, SPEED, AND A TEAM-DRIVEN ATTITUDE IN A HIGH-VOLUME RETAIL ENVIRONMENT

ZARA | 2023-2024

Deputy Operational Manager

- COORDINATED DAILY STOCKROOM PROCESSES TO ENSURE SMOOTH MERCHANDISE FLOW AND TIMELY PRODUCT AVAILABILITY
- ASSISTED WITH ORGANISATION OF NEW COLLECTIONS, SUPPORTING THE VISUAL AND COMMERCIAL PRIORITIES OF THE STORE
- MAINTAINED CLEAR COMMUNICATION BETWEEN STOCKROOM AND SALES FLOOR TEAMS FOR EFFICIENT REPLENISHMENT



- GAINED INSIGHT INTO FAST FASHION LOGISTICS, SEASONAL PRODUCT ROTATION, AND INVENTORY STRATEGIES
- DEVELOPED RESPONSIBILITY, TEAMWORK, AND MULTITASKING SKILLS IN A FAST-PACED FASHION RETAIL

MAX MARA WEEKEND | 2024-PRESENT

Luxury fashion stylist assistant

- SUPPORTED CLIENTS WITH PERSONALISED FASHION ADVICE AND STYLING SUGGESTIONS IN A LUXURY RETAIL ENVIRONMENT
- GAINED HANDS-ON INSIGHT INTO BRAND VISUAL IDENTITY, PRODUCT STORYTELLING AND SEASONAL COLLECTIONS
- COLLABORATED WITH TEAM ON MAINTAINING VISUAL MERCHANDISING STANDARDS AND IN-STORE PRESENTATION
- IMPROVED CLIENT EXPERIENCE THROUGH FASHION-FOCUSED COMMUNICATION AND ATTENTION TO DETAIL
- LEARNED HOW LUXURY BRANDING OPERATES ON A CUSTOMER-FACING LEVEL

EDUCATION

BA (HONS) FASHION MEDIA & PROMOTION

UCA - LCCA / 2024- 2027

KEY MODULES: FASHION COMMUNICATION, EDITORIAL PRODUCTION, STYLING, CREATIVE STRATEGY, FASHION WRITING

SKILLS

VISUAL STORYTELLING & MOODBOARDING
STYLING & ASSISTING ON SHOOT
DIGITAL CONTENT CREATION (REELS, SOCIAL MEDIA ASSETS)
TREND RESEARCH & BRAND ANALYSIS
COMMUNICATION & PR BASICS
ADOBE CREATIVE SUITE (PHOTOSHOP, INDESIGN)
CANVA, CAPCUT, BASIC VIDEO EDITING
FLUENT IN UKRAINIAN AND RUSSIAN. GOOD WRITTEN AND VERBAL ENGLISH

INTERESTS

FASHION MEDIA, CREATIVE DIRECTION, BEHIND-THE-SCENES PRODUCTION, INDEPENDENT MAGAZINES, STYLING, SET DESIGN, DIGITAL VISUALS, FASHION HISTORY, SPORT, MUSIC, TV PRODUCTION, PHOTOSHOOTS, MODELLING

EXPERIENCE/PROJECTS

CREATIVE ASSISTANT / STYLING BACKSTAGE SUPPORT (UNIVERSITY PROJECTS FGW 8.06.2025 - 22.06.2025 AND FASHION LONDON DAY 26.04.25 ORGANISED BY KOSTIANTYN KEKA)

ASSISTED WITH STYLING LOOKS FOR STUDENT/EDITORIAL PHOTOSHOOTS
CREATED MOODBOARDS, ORGANISED GARMENTS AND HELPED BACKSTAGE
SUPPORTED VISUAL DIRECTION AND ON-SET COORDINATION
SOCIAL MEDIA & CONTENT CONTRIBUTOR (PERSONAL/FREELANCE)
MANAGED CONTENT AND VISUAL STORYTELLING FOR MAX MARA WEEKEND
DEVELOPED CONCEPTS FOR REELS, STYLING CONTENT, FASHION COVERAGE
PRACTISED VISUAL CONSISTENCY AND TONE OF VOICE

At Max Mara I've taken on responsibility for a costs project, where I analyzed expenditure trends, identified saving opportunities, and supported the management team in implementing more efficient processes