

ALENA ZHELUDKINA CV

Looking for new challenges and opportunities. Keen to develop new skills and experience. Speak Russian (native) and English.



Education:

- 2022** Management course in Russian University of Cooperation
- 2012** Footwear design course in London College of Fashion
- 2012** Fashion design course in Central Saint Martins College of Arts
- 2011** Leather goods production (engineer - technologist) in Moscow State University of Design and Technology
- 2006** Tailoring in Electro-mechanical College

Professional experience:

2022 - present Owner / designer for clothing brand Perle

Managing all the processes: designing, material research and purchasing, specifications and production controlling, selling and marketing, delivery, etc.

2019 - 2021 Business assistant / Project Development, Style A LLC (for Elena Bryntsalova)

1. Creation and launch of fashion trading offline space "Women's Corner Moscow" (womenscorner.ru, IG: @womenscornermoscow).
2. Project idea development, organisation, purchasing, personnel hiring. Control of all processes.
3. Contractors selection. Renovation organisation and control (500sq.m shop).
4. Full administrative support of CEO. Personal tasks fulfilment.
5. Liaising with clothing factory.

2018 - 2018 Footwear designer, footwear factory TVV-Group LLC, freelance (Giotto)

1. Trends research and style direction development for a season.
2. Prototypes and styles selection. New forms of lasts and outsoles selection.
3. Shoe models sketching and outsole designs development by hand and with software.
4. Template drawing on the surface of the last.
5. Sample production control (liaising with technical designer, cutter, seamstress, molder, finish site, etc).

2018 - 2018 Footwear designer, J Distribution LLC (Jog Dog)

1. 3D shoe design software research. Purchasing and installation.
2. Shoe models sketching. Sample production control.
3. Taking a part of seasonal matrix development: shoe styles offering, prototypes selection.
4. Searching for new suppliers at Lineapelle exhibition (Milan).

2017 - 2017 Web marketer, Pavitek LLC (Poblenou shoes)

1. Taking a part in shoe e-shop launching: negotiating with Spanish colleagues, translation adaption (English - Russian), functionality testing.
2. Organization of selling and delivery process from A to Z.
3. E-shop administrating: consulting the customers, sales, delivery.
4. Business correspondence and conversations in English. Technical translations.

2015 - 2016 Footwear designer, Individual Entrepreneur Korf A.B. (Renaissance)

1. Trends research and style direction development for a season.
2. Assortment matrix development. Selection of prototypes and allocation according lasts.
3. Working in China: prototypes selection in factories, leather and materials selection, embellishment selection, sample production control and corrections.
4. Technical specifications creation for production.
5. Participation in exhibitions and brand presentations.

2014 – 2015 Sales manager, Amarant LLC (Parquet hall)

1. Working with customers: wooden floors selling, contracts signing, delivery.
2. Working with stock in AXAPTA software.
3. CRM customer base maintaining.

2013 – 2014 Footwear & Accessories junior designer, Design Studio LLC (Carlo Pazolini)

1. Trends and fashion shows research. New concepts development.
2. Creation and introduction of heel designs, embellishments, outsole designs.
3. Shoe models sketching by hand and with software.
4. Liaising with product-managers. Sample production control and correction.
5. Mini collections launching for a brand, lasting for few seasons.
6. MICAM exhibition visit in Milan.

Other trainings:

2023 Personal transformation training volunteer

2012 Personal transformation training

Skills: MS Office, CRM, Pages, Keynote, Numbers, Photoshop, Illustrator, CorelDraw, Axapta, 1C:Storage, Procreate, photo&video reduction apps.

Negotiations, sales, organisational skills, analytical skills, personnel selection, attention to details, professional communication, communication with different background people, flexible, adaptable, presentation skills, English-Russian translations, team player and independent, aesthetic eye, presentable appearance.