

claudiaferraretto.job@gmail.com



claudia-ferraretto



@ferraretto.claudia



claudiaferraretto9.wixsite.com/portfolio



# Claudia Ferraretto



-Fashion Business and Promotion Graduate, aspiring to a career within the product marketing and branding departments, aiming to give a significant contribution to create something new.

-Experience as trend analyst at WGSN, creating customised insights for unique marketing, product and business development strategies.

-International mindset developed through study trips abroad, UN Change the World conference in New York and summer schools in China.

-Broad industry practice across various sectors, including Marketing, International Retailing, Events, Buying and Visual Merchandising.

## Achievements

- BCU SHIFT Award nominee •
- FBP Creative Student of the Award Winner •
- BCU Study Abroad Scholarship - ChengDu •
  - Confucius Institute Scholarship – Beijing •
  - Move for the Future Scholarship - Dublin •

## Extra-Curricular

2019

CWMUN Delegate, New York – UN HQ

2018

Fashioning Futures Conference committee  
Italian Society committee

2016/2017

BCU Italian Society Co-Founder  
BCU Fashion Society member

2015

ECDL IT certificate

2014

Fashion Event Management Summer school  
Class President (AY 2013/14)  
HSK2 Mandarin Language Certificate  
College Student Ambassador  
School Cultural Exchange in Canada

## Education

### BA (HONS) FASHION BUSINESS AND PROMOTION

2016 – 2019 Birmingham City University (UK)

-**BA Dissertation:** "The Gen Z Challenge: A guide for fashion brands to understand Generation Z, and how to meet their demand by incorporating CSR within marketing strategies."

-**Final Major Project:** Developed a new business concept with relative marketing strategy, that aims to meet the demand from both brands and consumers for more ethical fashion.

-**International Retailing:** Investigated on Africology business context, analysing commercial contexts and emerging trends, to construct a creative and innovative business strategy to enter in the Ethiopian market, identifying key products for its consumers.

-**Marketing, Branding and PR:** Produced a commercial strategy for Stefanel tailored to the UK market, based on brand consumers, brand identity, market position and business strategy and performance analysis -.

-**Other modules:** Events Management (PR Manager), Fashion Business Context, Visual Merchandising, Buying and Merchandising, Trend Forecasting.

### (UIP) UNIVERSITY IMMERSION PROGRAMME

July 2018 – SiChuan University (ChengDu – SiChuan – China)

Example of courses followed: Business for Start Up

### ADMINISTRATION, FINANCE AND MARKETING – INTERNATIONAL RELATIONS FOR MARKETING

DIPLOMA DI MATURITA' DI STATO 85/100 (equivalent to A-Level qualification)  
2010 – 2015 ITES Luigi Einaudi (Italy)



## Volunteering

### ADMINISTRATIVE OFFICER

Italian Vice-Consulate

Jan 2018 – now (Birmingham - UK)

## Skills

### LANGUAGES

MOTHER TONGUE: Italian

FLUENT: English and Spanish

BEGINNER: French, Mandarin



## References

### EDUCATION

Alison Rapsey  
Course Director for BA (Hons)  
Fashion Business and Promotion  
Birmingham City University  
+44 0121 331 7875  
alison.rapsey@bcu.ac.uk

### EMPLOYMENT

Massimiliano Sarracino  
WGSN Italy – Country Manager  
+39 045 8034054  
massimiliano.sarracino@wgsn.com

## Employment

### TREND ANALYST INTERN | WGSN

May – Aug 2018 (Verona – Italy)

- Developed tailored trend analysis within product development and future business and marketing strategies, for WGSN's users.
- Delivering relevant trend contents to further develop businesses, by inspiring with innovative strategies
- Planning customised itineraries for trend research trips abroad, identifying key areas and innovative stores to visit for products and promotional ideas.

### CONSULTANT | Bessy London

Occasionally Feb 2018 – now (London – UK)

- Created tailored trend research for upcoming handbags collections.
- Relating with retail buyers at trade fairs, advising and guiding them on their purchases, based on future trends, analysing best sellers, related target market and sector.
- Applying Visual Merchandising skills at trade fairs stands, to attract new potential customers, highlighting key products from new collections.
- Establishing, developing a maintaining positive business and customer relationships, collecting potential clients' data and newsletter sign ups.

### SALES ADVISOR | Ricami Veronica "Casa di Giulietta"

Sept 2015 – Aug 2016 (Via Cappello, 21 – 37121 – Verona - Italy)

- Facing new opportunities to increase sales, identifying key customers for the brand to attract in store with free samples and demonstrations.
- Key emphasis on in-store customer experience and products knowledge, guaranteeing one to one client service.
- Cashing up tills, training new staff members, in store maintenance, stock control, developing strong problem-solving skills to guarantee the smooth day to day running of the shop.

## Work Experience

### EVENTS DIRECTOR ASSISTANT | Vows UK

Oct – Nov 2014

- Developed catwalk layouts, fashion shows set and after-parties, for a local bridal and occasion wear store, to promote the brand and attract new consumers.
- Selecting outfits and models, based on current and future trends, reflecting the brand's philosophy.

### ADMINISTRATIVE CLERK INTERN | Cantina di Soave

Feb 2014 (Verona - Italy)

- Analysing financial reports data for Soave Winery, recording revenues and expenditures, filling the annual financial statement.
- Compiling and maintaining records of debtors and creditors.
- Maintaining updated systems for filing, inventory and database.

### MARKETING AND PR INTERN | Strada del Vino Soave

Jul 2013 (Verona – Italy)

- Managing websites and social networks, to promote events within the area of responsibility of the touristic office.
- Created marketing newsletters content and layout, for subscribers.
- Creating touristic routes, analysing tourists' needs and wants, promoting the area of responsibility.