

Yuliia Chorna

Education:

- Grenoble ecole de Management, **Bachelor in International Business** | Grenoble, France
2020 – 2023
 - **Dissertation: Ethical Fashion: Investigating the Impact of Improved Garment Factory Working Conditions in South Asia on the Luxury Garment Industry**
 - Financial Times business school ranking, #37 (in the world)
 - Relevant courses: European Business Environment, International Law, Contemporary International Affairs.
 - Catolica Lisbon School of Business and Economics, **Erasmus Program** | Lisbon, Portugal
September 2022 - January 2022
 - Financial Times business school ranking, #28 (in the world)
 - Relevant courses: Product and Customer Management, CSR, International Economics, Strategy, Leadership in the Organization.
 - Buckswood School, **A-levels** | Hastings, United Kingdom
September 2018 - June 2020
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Certificates and Awards:

- “Waste Management and Circular economy” certificate by UN Institute of Training and Research;
 - “Smart Cities for Sustainable Development” certificate by The World Bank;
 - Business Student of the year 2018-2019 & 2019-2020;
 - Grenoble ecole de Management Scholarship, 2020;
 - Western Union Scholarship, 2022;
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Work History:

Digital Marketing Consultant | IULM University, Executive Master’s in Digital Communication for Sustainable Luxury and Fashion | Milan, Italy

April 2022 - September 2022

- Successfully launched a digital marketing campaign across 5 platforms, resulting in the acquisition of over 200 active leads.
- Prepared and developed copywriting and visual assets for use in social media, website, and email marketing.
- Created and implemented an editorial plan for the campaign within a week, spanning 1.5 months.
- Established a customer journey for the full duration of the campaign, including the narrative and design of the digital campaign.
- Contacted all the active leads, organized meeting with the leads with the highest potential of getting accepted to the program.

Sales Enablement Intern | Launchmetrics, SaaS | Paris, France

May 2022 - August 2022

- Successfully launched a new educational platform for onboarding activities for all company employees and provided classes on my personal initiative.
- Actively worked on gathering feedback from employees to ensure the high quality of content available on the platform.
- Analyzed data across several company platforms and interpreted it to support decision-making.
- Participated in organizing team activities globally.
- Collaborated with over 10 global teams to support company's goals and growth.

Project Manager | Schneider Electric, electrical equipment | Grenoble, France

September 2021 - December 2021

- Coordinated and executed a marketing campaign for an End-Consumers Data Flow Re-engineering project, with a focus on sustainable e-waste recycling.
- Redesigned the social media strategy for future marketing campaigns, in order to improve results.
- Actively managed and oversaw the performance of a team of seven members by setting clear goals, monitoring progress and accuracy, and reviewing each member's reports to track the development of the project.
- Received personal commendation from Schneider's regional director and had our group's work acknowledged as the most successful among other groups within the company.

Marketing Intern | La Milanese, Sustainable Fashion start-up | Milan, Italy

May 2021 - August 2021

- Assisted in organizing a successful strategic direction for the launch of a new store by identifying key consumer insights and preparing a strategy for product stock keeping.
- Participated in developing an advertising campaign for a new collection that was covered by Vogue and Harper's Bazaar
- Presented a product strategy plan for the brand to target younger consumers, highlighting the differences in strategies for raising brand awareness between different generations.
- Prepared reports for each project, detailing results, including sales, potential improvements in processes, use of financial resources, and stock levels needed.

Languages:

English (TOEFL 100), Russian (fluent), Ukrainian (native), Italian (B1), French (B1), German (A2)

Skills:

- Microsoft Office/Google suite - excellent level
- Knowledge of sustainability frameworks and standards:
 - the UN SDGs, GRI standards, DNK and B-corp policies, as well as environmental, social, and governance (ESG) rating schemes and certifications.
- Data analysis
- Project management software: Familiarity with project management software such as Microsoft Project or Trello
- Knowledge of regulatory compliance requirements related to sustainability, including the EU policy framework.