

KARLITA SUTELA

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Summary

Successfully pursuing a career within Brand Development space through considerate approaches to consultation, strategy, campaign creation, creative direction and production management with clients by leveraging insights into global market behaviors, consumer psychology, and creative intelligence with the result of boosting brand congruency, recognition, and profitability in businesses.

Experience

Freelance | New York, NY

Visual Brand Development

10/2018- Current

- Crafting visual aesthetics and wardrobe direction to elevate and align branding initiatives of commercial, digital, editorial, and celebrity clients.
- Utilize resourceful and creative thinking to manage campaign projects within budgets ranging from \$500 to \$35,000 while maintaining high-quality standards.
- Foster personable relationships in fashion, art, hospitality, music, and luxury industries, facilitating seamless client development integrations.
- Develop strategy and execution which aligns with client branding goals.

Past Clients: Duckwrth, Arlo Parks, Tiago PZK, Clinton Kane & More.

Freelance | New York, NY

Brand Consultant & Creative Dir.

04/2020-Current

- Cross-functional collaboration to align brand initiatives with business goals, leading to a 25% increase in brand recognition.
- Supported in the execution of \$35K brand activation, boosting customer engagement by 65% and enhancing partnership retention by 20%.
- Leveraged global market trends and consumer insights to develop targeted brand strategies, optimizing brand activations.
- Strategized and executed a concise marketing media plan leading to greater targeting towards our key audience by growth of 10%
- Coordinate and maintain project timelines and deliverables across creative departments.

Past Clients: M.M. Culture Group, Barbara Sarnataro Coaching, Timi O

Canopy Brand Group/Launch Innovations |
New York, NY

Jr. Business Development & Project Manager

01/2020- 01/2021

- Established new customer accounts using online relationship building increasing partnerships by 10%.
- Formulated and presented research-driven, innovative brand strategies to senior team members daily.
- Supported in the development of informative brand pitch decks for clients, partners and fiscal stakeholders increasing accounts by 10%.

Skills

- Digital music and social landscape enthusiast.
- Experience using Zendesk, Salesforce, Shopify and other CRM software.
- Knowledgeable in Adobe Cloud programs.
- Understanding of Project Management Software Monday and Asana
- Spanish; Intermediate.
- Persuasive and concise written voice across editorial, digital and industry.

Education and Training

Fashion Institute of Technology New York, NY
Fashion Business Management

Associate of Arts 12/2020

American Musical Dramatic Academy
New York, NY
Performing Arts

Associate of Arts 10/2018