



# SARA VUKOSAVLJEVIC

CREATIVE VISUAL STORYTELLER EXPERIENCED IN THE FASHION INDUSTRY, IN THE FIELDS OF SOCIAL MEDIA STRATEGY CREATION & MANAGEMENT, CONTENT PRODUCTION & DIGITAL, LOOKING FOR A FULL-TIME ROLE

## EXPERIENCE

### Freelance

Fashion Communications & Social Media Consultant | Paris | Sep 2021 - present

- Social Media management - creating profitable, creative growth strategies for brands
- Producing creative content & create content strategies for Social Media & plan postings
- Art direction of photo shoots & creation of communication, strategies for fashion brands

### L'Oréal

Digital Communications & Open Innovation Coordinator | Paris | Apr - Nov 2021

- Creative direction & management of L'Oréal photo shoots for corporate & CDO team
- Digital content creation & design of internal website: visuals, organization, UX & layout
- Design of newsletter campaigns & graphic design for various communication projects

- Management of the L'Oréal Beauty Tech Atelier Startup Accelerator Program

- Scouting beauty startups for the Program, tracking their success & organizing events

### SaraVou's

Designer & Creative Director | Paris | Oct 2019 - Nov 2020

- Collection design & communication strategy (launch: Belgrade Fashion Week)
- Campaign and digital content creation: artistic direction & styling
- Collaboration with press & stylists (published in Elle & Harper's Bazaar)

### IDAO Showroom Paris

Marketing & Communications Intern | Paris | Jun - Oct 2020

- Creation of digital showroom strategy & communication with buyers & brands
- Building newsletter content strategies & creating campaigns

### Red Bull Media House

Media Services Specialist | Salzburg, Austria | Jun - Nov 2018

- Press content performance & media analysis: weekly & monthly editorial reporting
- Identifying editorial partnership opportunities & presenting strategic recommendations

Media Services Intern | Salzburg, Austria | Feb - Jun 2018

- B2B Marketing & data reporting using Google Analytics & internal reporting tools
- CRM: Media research, email marketing, & building strong relationship with global media

## EDUCATION

### ESMOD International Fashion University

Paris, France | Oct 2019 - Nov 2021

- Master's studies in Fashion Business (Fashion & Luxury Management)
- Graduated with highest honors & received a prize as one of the top 3 Master's students

### University of Applied Sciences Wiener Neustadt

Wiener Neustadt, Austria | 2015 - 2018

- B.A. in Business Consultancy International (Major: International Marketing & Sales)

### University of Applied Sciences Utrecht

Utrecht, The Netherlands | Sep 2016 - Jan 2017

- International Marketing & Sales (Erasmus Exchange Semester during Bachelor studies)

## CONTACT

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🏠 Paris, France

🌐 [LinkedIn](#)

## PROGRAMS

### Christian Dior

- March 2020 - March 2021 | Paris, France
- Mentee of [Women @ Dior Program](#)

### Fashion Atelier "Milena Cvorovic"

- Nov 2018 - Oct 2019 | Belgrade, Serbia
- Fashion Design Program (RTW Womenswear)

## SKILLS

|                    |  |
|--------------------|--|
| • Microsoft Office | ██ |
| • Photoshop        | ██ |
| • InDesign         | ██ |
| • Illustrator      | ██████████████████████████████████████   |
| • Google Analytics | ██ |

## LANGUAGES

English (C2 Proficient)  
 French (C1 Professional)  
 Spanish (B2 Professional)  
 German (A1 Beginner)  
 Serbian (Native)

## COMPETENCIES

- Fashion communications & branding strategy creation
- Social Media management - creating growth practices
- Creative social media content production & planning
- Fashion marketing & media
- Art direction, fashion photography & graphic design
- Project management & creative problem-solving