



# Mariya-Kataryna Musina

PR, COMMUNICATIONS & MARKETING

## EXPERIENCE DURING UNIVERSITY

### INDUSTRIAL PROJECT WITH GIORGIO ARMANI

*Project work in a collaboration with Istituto Marangoni*

- Developed a new brand campaign targeting Gen Z
- Refreshed brand narrative while maintaining iconic elegance
- Enhanced the relevance by using contemporary visuals and storytelling

### INDUSTRIAL PROJECT WITH MAISON MARGIELA

*Project work in a collaboration with Istituto Marangoni*

- Created a social media strategy to boost digital presence and engagement
- Aligned with brand's avant-garde identity
- Introduced innovative content formats and platform-specific tactics

### EXTERNAL COLLABORATION WITH PRADA

*Project work in a collaboration with Istituto Marangoni*

- Developed a new narrative concept and visual direction
- Created a detailed moodboard to guide styling and tone
- Produced a storytelling piece reflecting the brand's identity

## CONTACT INFO

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## EDUCATION

Istituto Marangoni, Milan, Italy  
2024 - 2026

Master in Fashion Promotion  
Communication Digital Media

Les Roches, Marbella, Spain  
2020 - 2024

BBA Global Hospitality  
Management/ Digital Marketing  
(with Merit)

## SKILLS

- Photography & Video creation
- InDesign & Adobe Photoshop
- Microsoft Office

## LANGUAGES

- English (C2)
- Russian (C2)
- Ukrainian (C2)
- Spanish (A2)
- Italian (A2)
- Bulgarian (A1)

## WORK EXPERIENCE

### Four Points of Sheraton - Zaporizhye, Ukraine

July-August 2023

*Luxury Hospitality Intern- Front Desk*

- Delivered tailored experiences to business and premium guests
- Managed concierge-level service and high-end guest relation
- Ensured seamless communication between departments

### Jumeirah Hotels and Resorts "Mina A'Salam" - Dubai, UAE

November 2022-  
February 2023

*Marketing & Revenue Intern*

- Supported the marketing team in analyzing revenue data.
- Conducted analysis for revenue-boosting packages and exclusive offers

### Bulgari Hotel - Dubai, UAE

August 2022-  
October 2022

*Guest Relations Assistant (Internship)*

- Guest Relations Assistant for VIP guests
- Supported private fashion-related events and premium brand activations

### Fairmont Grand Hotel - Kyiv, Ukraine

September 2021-  
February 2022

*Communication department*

- Ensured consistency in tone and quality of guest communications
- Delivered luxury concierge services and front-office support

### Assistant at concerts events - Kiev, Ukraine

September 2021

*Assistant of Luxury Events & Fashion Shows*

- Provided logistical support
- Assistant with event set-up and coordination
- Ensures smooth crowd management and guest experience

### Volunteer at Football Events - Kiev, Ukraine

July 2019

- Event organization
- Crowd control while ensuring a seamless experiences and participants

## REFERENCE

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