



EMILIYA ASDANOVA

MARKETING & COMMUNICATION | FASHION & LUXURY

PROFILE

Fashion Marketing Specialist with a Master's degree from Istituto Marangoni Milano, experienced in influencer marketing, digital campaigns, and social media strategy. Skilled in content performance analysis, trend research, and brand positioning within the luxury fashion industry. Strong ability to support influencer collaborations, campaign execution, and data-driven decision-making in international markets.

WORK EXPERIENCE

• Sales & Showroom Assistant (Adelaide showroom)

Milan & Paris Fashion Week | 2026

- Supported brand development and market expansion across international clients
 - Managed communication with buyers and industry professionals
 - Assisted in brand positioning and product presentation strategies
 - Monitored market trends and competitor landscape
 - Contributed to client acquisition and relationship management

• Marketing & Communication

IL BORGO CASHMERE FLORENCE (09/15/2025- 01/15/2026)

- Supported digital marketing campaigns across Instagram and online platforms
- Assisted in influencer collaborations and content coordination
 - Analysed social media performance (engagement, reach, growth) to optimise strategy
 - Managed e-commerce operations (Shopify) and product visibility
- Conducted trend research and competitor analysis within the luxury market

• Content creator & Social media manager

Personal Project - (emily_asdanova)

- Developed and executed content strategies across Instagram
 - Generated 160,000+ views within 30 days through short-form video content
 - Grew audience to 9,600+ followers through organic growth strategies
 - Analysed performance metrics (engagement rate, reach, impressions)
 - Identified digital trends and adapted content strategy accordingly

CONTACT

+393514003731

asdanova.emiliya@mail.ru

Italy, Milan

EDUCATION

2024- March 2026

ISTITUTO MARANGONI MILANO

- Master Fashion Promotion Communication & Digital Media

TOOLS

- Adobe Photoshop / Lightroom
- Microsoft Excel (Data Tracking)
- PowerPoint (Reporting & Presentations)

SKILLS

DIGITAL & MARKETING SKILLS

- Influencer Marketing
- Campaign Coordination
- Social Media Strategy
- Content Performance Analysis
- Trend Forecasting & Market Research

- Brand Positioning
- Data Analysis & Reporting
- Instagram & TikTok Marketing
- E-commerce (Shopify)

LANGUAGES

- Azerbaijani (Fluent)
- Russian (Fluent)
- English (Proficient)
- Turkish (Proficient)
- Italian (A2-currently learn)

References Available Upon Request

I hereby authorize the use of my data under the GDPR 679/16
"European regulation on the protection of personal data"