

PROFILE

Cultural Hybrid: Kuwaiti, British and Sri Lankan & proud.

A current MSc Fashion, Design and Luxury Management student at Grenoble Ecole De Management in Paris.

- **Entrepreneurial:** Established a platform to resell Pre-loved and Second-hand Premium and Luxury items in Kuwait as an alternative to discarding unwanted clothing and accessories.

- **Goal-oriented:** Launched a 3-day Eid Bloomingdale's event which generated 250% traffic growth to the store.

- **Women's Advocacy:** Empowerment and advocacy for women have always been at the forefront of my research. I established Protect ME, a Civil Society Organisation providing a library of life-saving resources to women experiencing domestic violence and harassment in Kuwait. The mission is to foster a safer Kuwait for women and men alike, free from scrutiny and fear faced in the form of domestic violence and harassment.

SKILLS

- Adobe InDesign
- Adobe Illustrator
- Adobe Photoshop
- Adobe Premiere Pro
- Microsoft Word
- Microsoft Powerpoint
- Microsoft Excel
- Asana
- Later
- CMS
- SEO
- Web Analytics

PORTFOLIO

www.mae-fbp.squarespace.com

E : mae.al-mousa@grenoble-em.com
L : Dubai, United Arab Emirates



EXPERIENCE

Founder

Loved Fashion Collective | April - September 2021 | [\(Click here for page\)](#)

- Offered a sustainable option to discarding or throwing away unwanted clothing and accessories.
- Oversaw all parts of the business strategy from brand ideation, customer service, marketing, website development, social media strategy, financial accounting, logistics and delivery solutions.
- Produced marketing content utilizing Instagram advertising tools and algorithm.
- Maximized engagement by 75% to Instagram account and promoted posts

Marketing and Brand Acquisition Intern

ShipaDelivery | July - August 2020

- Conducted extensive research focused on UK retail market.
- Initiated communication with relevant UK SME's.
- Spearheaded on-boarding of UK fashion and lifestyle brands.
- Facilitated collaborative and profitable partnerships.

Marketing & PR Intern

Azadea Group | June - July 2019

- Ensured project management & roll-out of Customer Rewarding Card Scheme.
- In charge of distribution to multiple stores and facilitated multi-channel engagement.
- Boosted customer retention and measured ROI of influencer partnerships.

Marketing Intern

Bloomingdale's | June - July 2017

- Consolidated customer feedback and translated it into actionable insights that resulted in 75% increase in sales and engagement.
- Created customer incentive schemes; VIP invitations, gift boxes and personalized email newsletters.
- Presented to executives in Dubai on launch of pop-up activations for Summer Swimwear, Jonathan Adler, and Forever Rose.
- Managed influencer relations and measuring engagement for specific campaigns.

AWARDS

INSIDE LVMH Certificate

MSc Fashion, Design and Luxury Management, Grenoble Ecole De Management
2021

Leadership and Social Influence

Fashion Business and Promotion course, Birmingham City University
2020 - 2021

Student of the Year

Fashion Business and Promotion course, Birmingham City University
2019 - 2020

Most Determined Student of the Year

Fashion Business and Promotion course, Birmingham City University
2018 - 2019

LANGUAGES

English - Mother - Tongue

Arabic - Limited Working Proficiency

REFERENCES

Dr. Nazli Alimen

Lecturer and mentor

BA (Hons) Fashion Business and Promotion
Birmingham City University, B4 7BD
nazli.alimen@bcu.ac.uk

RELEVANT COURSES

Marketing & Public Relations - [\(Click here for Pitch & Outcomes document\)](#)

- Created a Marketing and PR strategy employing SOSTAC and POSTAR planning tools to raise awareness about handicapped female cyclists.
- Implemented SWOT and PESTLE analyses.
- Cold called KOL/Brand Ambassadors such as Allysa Seely, American Paratriathlete Gold Medallist at 2016 and 2020 at the Paralympics.

International Retailing - [\(Click here for document\)](#)

- Constructed a business plan strategy for Love, Bonito in Singapore; a modern Womenswear brand to internationalise into Kuwait market.
- Evaluated the scope of the market, identified the pull and push factors and market entry methods, analysis of internal and external environment.
- Presented the Kuwaiti and GCC market to Love, Bonito via Zoom discussion.

Events Management - [\(Click here for the document\)](#)

- A group project briefed to plan and host a live charity, St. Basils. Assumed the role of Marketing Manager, consisted of producing promotional social media materials to advertise the fundraising events and the main event.
- Developed Marketing & PR time-lines using GANTT charts.
- Produced social media content using Adobe Illustrator and Premiere Pro.
- Effectuated contingency plans as a response to COVID-19 pandemic.
- Achieved over £1,000 for St. Basils youth homeless charity in Birmingham.

Branding & Brand Equity Management - [\(Click here for the presentation\)](#)

- Executed an in-depth branding presentation for the Italian luxury house, Bottega Veneta.
- Applied the Genius Loci Theory and studied the Verbal and Non-Verbal brand DNA and methods of leveraging the brand.
- Designed brand collaboration and product mock-ups.

EDUCATION

MSc Fashion, Design and Luxury Management

Grenoble Ecole De Management, Paris, France
2021 - Present

BA (Hons) Fashion Business and Promotion

Birmingham City University, Birmingham, United Kingdom
2018 - 2021
- Graduated with First Class Honours.