

EVERTON BARREIRO

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Nationality: British / Brazilian

WORK HISTORY

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| Mar 2018 – Present | <p>EB, Founder, Consultant, Curator & Editor-in-chief
art, design, culture, luxury and lifestyle evertonbarreiro.com @eb.evertonbarreiro</p> <ul style="list-style-type: none">• Currently working on the communications/development strategies and collaborating on two curatorial art projects with established and award-winning artist, Arthur Analts @aaanalts, and with the artist and performer Filippos Tsitsopoulos @filippos_tsitsopoulos• Providing consultancy services on brand development, branding, communications, marketing, sales, social media, creative and business strategies• Writing, editing and producing features across art, design, culture, luxury and lifestyle, with a particular focus on luxury, design and art. Art directing the brand's website and social media. Marketing & analytics• Producing film interviews in collaboration with galleries, museums, artists, curators and designers. Liaising with press offices, museums, art galleries and collectors• Attending and liaising with art and design fairs (Frieze, Masterpiece, London Design Festival, London Design Biennale, London Art Fair) |
| Nov 2017 – Jan 2019 | <p>FREYJA, Boutique Communications Agency</p> <ul style="list-style-type: none">• Collaborating on brand development, branding, communications, digital-marketing strategy/content projects |
| Jul 2016 – Jan 2019 | <p>VOGUE BRASIL, Contributor</p> <ul style="list-style-type: none">• Researching the luxury & lifestyle market, art and design industries in London |
| Nov 2015 – Jul 2016 | <p>SWASH LONDON, Marketing & Communications Senior Consultant</p> <ul style="list-style-type: none">• Headed Puma x Swash S/S 2016 collaboration press launch at Ace Hotel• Negotiated press coverage in French market leading to measurable raised awareness of the brand• Copyright: press releases, guidelines, business plan, website art direction• Created and curated Social Media content. Enhanced Social Media by collaborating with press e.g. with @VogueBrasil• Strategised, developed, and implemented sales, marketing and communications guidelines• Oversaw and monitored press loan collections• Provided Visual Merchandising and Marketing support to global stockists and retailers such as Liberty of London• Established Social Media/Digital-Marketing, Sales and VM guidelines. Facilitated the roll-out using online platform analytic tools (Google, Pinterest, Facebook, Instagram)• CRM Data gathering to support sales strategy• Provided constructive feedback on collections to the Creative department• Holistic company rebranding project in collaboration with the Creative and Art Directors• Spearheaded the new direction into the Interiors collection |
| Jun 2013 – Dec 2014 | <p>CHRISTIAN LOUBOUTIN, Senior Sales Consultant</p> <ul style="list-style-type: none">• Met and regularly exceeded weekly sales targets for footwear collections• Actively built on company/store customer profile data collection |
| Jun 2012 - Mar 2013 | <p>CELINE, Senior Sales Consultant (under Phoebe Philo's creative direction)</p> <ul style="list-style-type: none">• Implemented the strictly outlined Céline marketing and retail strategies in-store• Met and regularly exceeded weekly sales targets for bags and accessory collections• Actively built on company customer profile data collection |

May 2007 – Aug 2010

MARNI, Menswear Manager & Buyer, Senior Sales Consultant

- Buyer for menswear collections during Milan Fashion Weeks
- Managed menswear client profile data; increased MW sales by 40%
- Implemented brand marketing and retail strategies in-store
- Styling and selling womenswear, footwear and leather goods collections
- Measurable year on year increases in sales performance
- Outbound communications on the menswear collections demonstrated an increased brand awareness with London-based clients
- Attending Marni MW shows in Milan; trained on collections briefing (tailoring, knitwear, shirting, footwear, bags)

SKILLS

- Comprehensive knowledge of art/design histories and industries, with specialism on modern art and design
- Solid experience and in-depth knowledge of the luxury goods & lifestyle industries and markets
- Knowledge and major interest in contemporary art, design, craft, branding, the luxury & lifestyle sectors
- Excellent skills-base of sales, communications, development, marketing, brand identity, strategy, buying
- Excellent writing and curatorial skills (experience acquired at V&A/RCA, MoMu, CSM and Independent Projects)
- Highly developed in communications, particularly press, client-liaison, social media and stakeholders
- Experience with CRM strategy implementation
- Flair for strategic planning and execution
- Highly analytical with excellent attention to detail
- Deep understanding of consumer psychology and consumption patterns
- Fluent in English and Portuguese; intermediate in Spanish; basic Italian and French
- IT: PowerPoint, Word, Excel, Outlook
- Versatile, adaptable, dynamic, committed, analytical, and team player

PROJECTS COMPLETED DURING EDUCATION

Jan – Apr 2014

Harper's Bazaar Brasil, Official London Correspondent/Writer

May - Jul 2014

Victoria & Albert Museum, Fashion, Furniture & Textiles Department Researcher

Feb - May 2013

Royal College of Art, Researcher

Oct 2010 – Apr 2011

MoMu Fashion Museum, Antwerp, Researcher, Copyright, Curatorial

Apr 2010 – Jun 2010

Christie's London, Cataloguer for Isabella Blow auction

EDUCATION

2012 – 2015

Royal College of Art / Victoria and Albert Museum (Scholarship on Merit)

MA History of Design (Modern 1600 - 1990)

Thesis subject: Flávio de Carvalho, Performance Art and the New Look

- Programme tailored to the study of design, art, theory/material culture related themes, specialising on histories of modernist design/art spanning between 1880 - 1990
- Object-based research and curatorial projects utilising V&A collection
- Transatlantic thesis research on the Flávio de Carvalho's oeuvre

2008 – 2012

Central Saint Martins College of Arts and Design

BA Fashion History & Theory

- Programme focused on histories of Western art and dress from the antiquity to contemporary history; curatorial, journalism

CAUSES, HOBBIES & INTERESTS

- CAUSES: Humanitarian Crisis & Relief, Homelessness, Education, Culture, and the Arts
- INTERESTS & HOBBIES: Visual Arts, Contemporary Art, Design, Craft, Literature, Psychoanalysis, Culture, Travel, Exercising and Reading