

# ALINA DANILENKO

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Looking for new challenges in digital world, ideally to combine fashion and IT technologies. Currently studying web development. Experienced in purchasing and sales. More than 8 years in fashion industry with previous experience in purchasing electronics and managing the categories. Ready to work independently as well as being a team player.

## WORK EXPERIENCE

### Business Development Manager CHRISANNE-CLOVER

November 2018-present

Developing business strategy of selling fabrics and ready to wear goods on multiple territories outside the UK by using different wholesale channels and methods of penetrating the local markets

Working with on-line sales

Analyzing data using Google Analytics

Sales research and purchasing forecast offering to the stakeholders

Building a commercial product range for different territories in regards of their preferences

Working out logistics schemes to ensure goods arrive in a proper timing

Delivering marketing strategy of the business to the territories

Monitoring and controlling the key account's social media content

### Project Manager INTERTOP

June 2011-January 2018

Managed the on-line project of the individual design creation

By using the agile method of management lead the project to launch on company's web site

Bringing the strategy of the project to the table of the general stakeholders

Implementing the tasks with the help of Web Developers

Project budget management

### Senior Buyer

Company Own Brand of footwear strategy builder. Managing Private Label department

Created the own brand range for the season

Maximized the efficiency of the brand staying in line with the budget

Established the new sourcing policy which shortened logistics expenses and goods claims

Set the pricing policy to achieve profit results and remain consumers' loyalty

Developed strong relationship with existing suppliers, found new ones

Launched new Private label in lower segment

Successful and timely launched local designers' collaboration projects

Managed and mentored junior buyers, assistants, product technologists and designers

### Category Manager FOXTROT HOME APPLIANCES

January 2010 – May 2011

Built the strategy of the Private Label and implemented it in audio/video, accessories, IT appliances categories

Increased the SKU level in accessories by offering new product to the market

Negotiated the purchase prices with leading suppliers to face market level and stay in line with the budget

Managed suppliers' relations to develop high performing business partnership

Increased the product margin of accessories up to 50%

Negotiated license agreements with vendors presenting existing brands to the market

Managed and mentor category assistants, product development managers

## EDUCATION

Academy of Foreign Trade. Master's Degree in Foreign Economic Activity Management 1:1

2003-2008

MIM Business School. Course of Retail Management. Certificate

2012-2013

Web development at Le Wagon, Codecademy, SoloLearn, Coursera.

## Skills

HTML, CSS, Java Script, JQuery.

MS Office:Excel, Word, Power Point, Project.

ERP, SAP

## Languages

Russian, Ukrainian, English, German, Hungarian