



# ANASTASIA VASILYEVA

## BUSINESS DEVELOPMENT AND WHOLESALE MANAGER

### PROFILE

I am an experienced business development manager with all-round experience in wholesale, marketing and communications. Competent in growing business Internationally by meeting sales budgets and maintaining high quality brand image.

### LANGUAGES

**RUSSIAN & ENGLISH - BILINGUAL**  
**ITALIAN - FULL PROFESSIONAL**  
**PROFICIENCY**

### EDUCATION

**2012-2014 ROYAL HOLLOWAY,  
UNIVERSITY OF LONDON -  
MASTERS IN MARKETING**

**2007-2012 RUSSIAN UNIVERSITY OF  
HUMANITIES -  
BACHELOR IN INTERNATIONAL  
MANAGEMENT**

### CONTACT

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## WORK EXPERIENCE

### WHOLESALE BUSINESS DEVELOPER

VERSACE  
DEC 2017 - JAN 2019

MILAN, IT  
www.versace.com

- Implemented operational wholesale activities to expand the Versace Home collection in EMEA
- Processed and inserted orders using various platforms
- Maintained constant communication with clients and supported the growth of each point of sale
- Controlled the order procedure, payment and delivery
- Prepared quotations, proforma invoices, sales proposals, reports
- Completed investor presentations for the CEO of Versace

### WHOLESALE MANAGER PRO BONO

CAFFTE GLOBAL  
MAY 2016 - JULY 2016

SAN JOSE, CR  
www.caffte.com

- Developed sales strategies for the product and initiated international communication and expansion in EMEA
- Prepared partner & investor presentations

### BUSINESS DEVELOPMENT MANAGER

ORACLE CAPITAL GROUP  
AUG 2014 - APR 2016

LONDON, UK  
www.orcap.co.uk

- Built new relationships with High-Net-Worth clients
- Calling & Meeting prospects
- Launched a series of webinars which increased sales
- Coordinated digital marketing activities & trained new staff
- Crated and distributed newsletters & press releases

### MARKETING ASSISTANT

EVALAR  
SEPT 2010 - SEPT 2012 PART-TIME

MOSCOW, RUS  
www.evalar.com

- Prepared promotional material & competitor research
- Assisted the expansion of the business in Russia

## ACHIEVEMENTS

### 2017-2018 SKILL SHARING PROJECT

Launched and developed a temporary business project for young entrepreneurs: created the brand, organised events with workshops, web content and promotional material. Attracted 20 people for each event;

### 2017-2018 FASHION DESIGN & TAILORING COURSE

Completed a hands-on practical course of tailoring at NABA Milan.

## SKILLS

- Communication & Sales
- Customer service order procedures
- Sales proposals & Quotations
- Advanced Excel & IT
- Budget reports & forecasts
- Newsletters & Press releases
- Presentations & Webinars
- Digital Marketing

**Qualities:** Multi-tasking, quick problem solver, energetic, hard working, social, positive, leadership skills, responsible, creative.

References available upon request