





# Ekaterina Webb

## CONTACT

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## EDUCATION

**BA (Hons) FASHION DESIGN 2:1**  
Birmingham City University  
2014 - 2018

## EXPERTISE

Management  
Styling  
Merchandising  
Fabric Sourcing  
Microsoft Office  
Photoshop  
Illustrator

## LANGUAGES

English  
Russian

## ABOUT

Enthusiastic and innovative fashion retail manager with experience working for high-street stores such as Zara and Topshop; reviewing and analysing the current trends and target market for consumers. Graduated from Birmingham City University in 2018 studying BA (Hons) Fashion Design course with my collection featured in Graduate Fashion Week, this same collection has been featured in magazines and with celebrity stylists. As a Freelance Fashion designer for my personal brand '[Ekaterina Webb](#)' in my free time my most recent work has been a collection in collaboration with SHEIN which I designed and was produced and sold worldwide, I am currently working on several new independent pieces that I hope to finish sometime soon.

## PROFESSIONAL EXPERIENCE

### ZARA - INDITEX

**Department Manager** | November 2021 – Current

*Oversee the productivity and function of the department. This will include recruiting and managing staff, managing departmental budget and hitting company goals and targets.*

**Commercial Manager** | July 2021 – November 2021

*Merchandising with company guidelines based on analysis of commercial reports. Managing the in-store furniture as well as internal mannequins and fixtures in order to maintain high standards. Creating new seasonal change in the window displays and training the team to their full potential.*

**Kidswear Commercial** | September 2020 – July 2021

*Styling mannequins for each collection launched to drive sales as well as helping with Window displays.*

**Womenswear Commercial** | February 2020 – September 2020

*Creating strategies to drive sales to match the customer profile, environment and trends.*

### TOPSHOP / TOPMAN

**Visual Merchandiser** | November 2019 – February 2020

*Responsible for placing new lines, reworking trends, and launching new visual concepts. Making sure the floor is commercially exciting and performing by reviewing financial reports. Designing and styling mannequins across the whole store as well as the windows.*

### LIBBY LONDON

**Studio Intern** | February 2017 – May 2017      **Studio Manager** | May 2017 – September 2017

*Supporting all areas of production in-house, design and daily errands. Working closely with the creative director and production team; visiting factories, pop-up store opening and marketing.*

### JULIEN MACDONALD

**Womenswear Design Intern** | September 2016 – September 2016

*Working on September SS17 collection for London Fashion Week.*