

Lin Lin

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Work Experiences

(2023.11 - Present) PhD student at Politecnico di Milano (Milan)

Engaged in full-time doctoral studies, the research focuses on "Business Models for Sustainability in the Fashion Supply Chain," emphasizing innovative patterns and economic viability.

(2023) Senior BD Manager at Poizon Global (Milan)

Sector: Fashion | Luxury | E-commerce

In the role of senior business development manager, facilitating negotiations with potential European and Middle Eastern merchants, forging strategic partnerships, and establishing European sales projects.

(2022 - 2023) Responsible for Wholesale Department at MiaBurton SRL (Milan)

Sector: Eyewear | Fashion | Luxury | E-commerce

Leading the wholesale department entailed managing customer resources, procurement, budgets, and logistics. Through the analysis of online platforms, measurable insights were provided, attracting new customers and resulting in a 150% increase in wholesale sales performance.

(2020 - 2021) BD Manager at IntraMirror Fashion & Luxury E-commerce platform (Milan)

Sector: Fashion | Luxury | E-commerce

Overseeing 27 luxury and fashion suppliers from Europe involved managing daily sales data, strategically employing promotions, and exceeding sales targets. Efficiently handling transportation and problem-solving, a fivefold increase in the wholesale module GMV performance was achieved in six months, contributing 50% GMV for the regional team.

(2017 - 2020) Senior Sales Consultant at Boutique Porsche Design (Milan)

Sector: Fashion | Accessories | Swiss Made Watches

As a boutique supervisor, excelled in friendly customer service and understanding psychology to achieve best sales performer status for four years. Coordinated with partners, managed diverse tasks, including warehouse, e-commerce, and events.

(2016 - 2017) Sales Consultant at Grimoldi Multi-brand Watches Boutique (Milan)

Sector: Multi-brand watches | Jewelry | Accessories

Fluent in three languages, handled daily tasks: sales, customer service, cashier, invoicing, tax refunds, and more.

Education

(2012 - 2015) Accademia di Belle Arti di Frosinone, Italy

Master in Fashion Design [credits 110+/110]

(2007 - 2011) Shandong University of Art & Design, China

Bachelor in Fashion Design & Engineering [Top1/300+]

Other Activities: (2008-2016)

Winner of two awards in Provincial Design Competition (Shandong, China)

Recipient of the university scholarship (top 1%) at Shandong University of Art & Design (Shandong, China)

Volunteer at the China Pavilion during Expo Milan 2015 (Milan)

Designer for "AltaModa Alta Roma 2016" Fashion Week (Rome)

Language and Office Skills:

Chinese (Native), Italian (Fluent), English (Fluent)

Office Package, Adobe Photoshop, Adobe Premiere