

ARACELI KOPILOFF

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Web and digital designer, social media and marketing expert.

2015-2020 General Manager, Berkeley Hillside Club

- Worked with San Francisco Symphony and Opera to hold concerts on a regular basis at the Hillside Club.
- Created new website and maintenance.
- Create eBlasts, monthly newsletters.
- Booking and managing events.
- In charge of branding, advertising and media.

2013-2015(Part Time)

Washington University, St. Louis, MO Instructor:

- Website design
- Digital textile design
- Marketing

2013-2015 (Part Time)

Extreme Institute by Nelly (www.eibynelly.com) Instructor:

- Web design
- Business and Entrepreneur classes

2009-2013

Owner Rue Lafayette Café/Jazz Club (google Rue Lafayette Café, St. Louis)

- Purchased a 1920's building, completely rehabbed it and opened Rue Lafayette Café.
- Worked with HGTV to create an episode covering the rehab process.
- Received a Mayoral Proclamation for the work I did in the area of music, community and enhanced architecture to the city of St. Louis.
- Grew the business from zero to \$410,000 per year in 3 years.
- I did every aspect of managing the Café: finding the chef (Chef Marc Felix), hiring, training, inventory, menu planning, promotions, planning menus and working with the budget for special events.
- >>Google: Araceli Kopiloff, Rue Lafayette Cafe (HGTV) for TV shows.

2003 to 2006- MAY CO. – St. Louis, MO DESIGNER Private Label: May Co then INC Macy's

- Project Manager responsible for coordinating large-scale brand releases working with Advertising Agency, in-house marketing/publishing team, photographers, Internet team and writers.
- Design fabric prints and graphics for multiple divisions within Women's Wear private label.
- Research trends related to color, pattern, and style.
- Work with overseas factories on samples and budget issues.
- Managed multiple projects in design, Marketing and Advertising.

- Traveled for trend research and to oversee production.
- Bilingual communication with Spanish-speaking factory vendors.

11, 2001 to 2003 - LEVI STRAUSS & CO. - San Francisco, CA INTERNET MARKETING DIRECTOR

- Liaison between Product Development and Internet Marketing. Interpreted business needs to the creative and technical team translating these needs into design concepts.
- Responsible for 100% of all merchandise related web content and online catalog content.
- Ensured Merchandise Assistants meet all deadlines for catalog and web items publications.
- Researched new technologies and features such as 3D dressing rooms and worked closely with programmers to bring new features to Levi.com.
- Point person for crossover Latin Marketing consulting working closely with Advertising.

1995 to 2001 - LEVI STRAUSS & CO. - San Francisco, CA SENIOR DESIGNER. Girlswear, Tweens

- Develop all designs for garments, textiles and graphics.
- Traveled to Europe and Asia for trend research and trade shows.
- Traveled to Asia to oversee production in factories.
- Defined assortment parameters by analyzing the business and collaborating with the department buying team.

- Traveled for trend research, ran focus groups discussing pop culture: film, music, fashion trends that would be affecting the direction on fashion.
- Bilingual communication with Spanish-speaking factory vendors.

**1992 to 1995 - ACADEMY OF ART COLLEGE - San Francisco, CA
INSTRUCTOR. Visual Design**

Taught the following classes:

- Graphic Design using Photoshop and as the main tool.
- Textile Design using Photo Shop and AVL Looms.
- Portfolio preparation.
- FREELANCE:
- PARSONS SCHOOL OF DESIGN - Los Angeles, CA * Instructor in the area of Fashion and Textile design. **FILM - SINGLE WHITE FEMALE - Los Angeles, CA**

* Consulted on CAD design and created all fashion sketches used on the film.

OTIS PARSONS SCHOOL OF DESIGN - Los Angeles, CA

INSTRUCTOR. Textile Design

* Taught textile design for knits and wovens using ModaCAD software system and Studio 8 on Macintosh hardware.

MATTEL TOYS - Los Angeles, CA

3D PRESENTATION. Pepsi Barbie Line

* Used Swivel 3D and ModaCAD to do 3D renderings of the new Pepsi line of clothes and accessories for Barbie.

REEBOK - Los Angeles, CA

ILLUSTRATOR. Sportswear

* Illustrated and created presentation on CAD for outdoors line.

BENETTON - Milan, Italy

ILLUSTRATOR/DESIGNER. Accessories

* Worked/Lived in Milan Italy. Designed graphics for children's line of accessories.

EDUCATION HISTORY

Loma Linda University- Fine arts/Psychology BA

Loma Linda, CA

1984 to 1987

FASHION INSTITUTE (FIDM) - Associate Arts degree in graphic design

Los Angeles, CA

1987 to 1989

PASADENA ART CENTER - Computer Graphics

Pasadena, CA

1989 to 1990

ADDITIONAL EDUCATION / LEVI STRAUSS & CO.

- Denim Finishing Course at American Garment Finishers (AGF), El Paso Texas.

- On site Denim Finishing Training.

INTERNATIONAL BUSINESS

-Orient Production Experience:

Hong Kong, Korea, Pakistan, Singapore

Traveled to factory (Highnoon) and taught about machinery used for knitting, weaving and dyeing bulk and sample garments.

- Europe:

Paris- Premier Vision, Textile and Trend Show.

London- Competitive Shopping and meetings with Trend Services.

-USA:

New York, Los Angeles- Lead focus groups/trend research.

Chicago-Trend research

-Canada:

Toronto, Montreal - Lead focus groups, competitive shopping/market research.

*** SPANISH SPOKEN FLUENTLY --- REFERENCES AVAILABLE UPON REQUEST**



Hobby site: www.BellaTheBoston.com