

# Plamena Ninova

## Client Experience | Brand & Operations Strategy | Cross-Functional Collaboration

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## About

Young professional with expertise across client experience, operations, and cross-functional coordination within international luxury environments. Skilled in managing workflows, supporting operational and commercial performance, and contributing to seamless client and brand experiences. Seeking opportunities within luxury or international companies in Monaco and surrounding areas, where strong coordination, client focus, and business understanding support growth and performance.

## Professional Experience

APRIL 2025 - PRESENT

### Brand Strategy Consultant - *Freelance (Remote)*

- Lead structured brand positioning and strategy projects for growth-stage brands, translating business objectives into clear strategic frameworks and actionable execution plans.
- Coordinate collaboration between founders, creative partners, and marketing teams, ensuring alignment across messaging, visual identity, and campaign execution across digital and physical touchpoints.
- Conduct market and consumer research to support strategic decision-making and ensure consistent brand communication.

FEBRUARY 2024 - JANUARY 2025

### Retail Operations Coordinator - *Tiffany & Co. - Amsterdam, The Netherlands (On-Site)*

- Served as a key operational liaison between Sales and EMEA departments (Finance, Logistics, Warehouse), ensuring efficient resolution of operational requests and seamless retail workflows.
- Monitored sales performance and KPIs, producing structured operational reports to support leadership decision-making and drive performance improvements.
- Coordinated private client events and local PR initiatives with the EMEA Marketing team and external partners, ensuring organized execution across internal and external stakeholders.

OCTOBER 2023 - JANUARY 2024

### E-Commerce Operations Coordinator - *Cartier - Amsterdam, The Netherlands (Hybrid)*

- Coordinated cross-functional workflows between the Client Relations Center and e-Boutique operational teams (Finance, Logistics, Fraud, Warehouse), ensuring efficient order management and service issues across multiple European markets.
- Monitored operational performance, maintaining 90% weekly service level agreements through proactive issue prioritization and workflow optimization.
- Contributed to the implementation of updated e-commerce and omnichannel processes, ensuring operational efficiency during high-volume commercial periods.

FEBRUARY 2023 - JULY 2023

### Client Relations Center Coordinator Intern - *Richemont - Amsterdam, The Netherlands (Hybrid)*

- Supported cross-functional projects across 11 luxury brands, providing data-driven insights and project coordination to senior stakeholders, strengthening internal communication and execution of strategic initiatives.
- Led planning and coordination of CRC Europe's multi-brand contribution to Watches & Wonders 2023, ensuring operational readiness and seamless experience delivery across eight watchmaking brands.
- Partnered with HQ and the Senior L&D Manager Europe on FY24 boutique immersion initiatives, enhancing omnichannel expertise for Sales Professionals and supporting strategic learning programs.

## Educational Background

SEPTEMBER 2020 - DECEMBER 2023

### BSc Business Administration - *International University of Monaco*

Track: Business Management    *Specialization: Luxury Services, Sales and Marketing*

**Tools** Microsoft Office Suite | Google Workspace | SAP | Zendesk | Shopify | Google Analytics | CRM Systems

**Languages** Bulgarian (Fluent) | English (Fluent) | French (Intermediate) | Croatian (Intermediate)