

# KYRA ARGOTOFF

*Fashion  
Marketing*

## ABOUT ME

Creative Fashion Marketing graduate (May 2026) with hands-on experience in e-commerce, digital merchandising, and visual branding.

Skilled in Adobe Creative Suite, SEO, and content creation. Focused on translating brand stories into engaging digital experiences that drive growth and customer loyalty.

## CONTACT INFORMATION

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## EDUCATION

Collège LaSalle, Montreal

Fashion Marketing (DEC)

August 2023 – May 2026

## SKILLS

Brand identity

Digital Marketing

Adobe Creative Suite

Square space

Wix Studio

Trend Research

Concept development

Teamwork & Organization

## EXPERIENCE

### DIGITAL MERCHANDISING INTERNSHIP

JAF Prêt-à-Porter, Montreal, QC

May 2023 – August 2025

- Increased e-commerce sales by 250%
- Managed product uploads and wrote engaging e-commerce descriptions
- Captured and edited product imagery in Photoshop to elevate visual appeal
- Tracked inventory to keep online listings accurate and current
- Participated in buying meetings, gaining exposure to trend forecasting and supplier relations

### INTERNATIONAL MODEL

IAMINCOVER & Patti Falconer, Guadalajara, Mexico & Medellín, Colombia

January 2021 – August 2024

- Collaborated with photographers and stylists on editorial and commercial shoots
- Adapted to multicultural teams and fast-paced production environments
- Represented brands with consistency and on-set etiquette

## PROJECTS

### WEB DESIGN

THE FIRST CLICK (May 2025 – Present)

- Created a personal web design business
- Developed cohesive brand identities through typography systems, color palettes, and storytelling
- Led end-to-end project workflow from briefing to final launch

Soirée Mode Collège LaSalle (2024)

- Led website design for college fashion show
- Created event logos and visual identity