

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

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

SKILLS

Brand identity

Digital Marketing

Adobe Creative Suite

Square space Wix Studio

Trend Research

Concept development

Teamwork & Organization

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