

# NATHALIE AIMÉE DATTTELKREMER

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## ABOUT

I am a Brazilian-Romanian multidisciplinary, curious, entrepreneur, always looking for new challenges and opportunities.

I have been a producer, fashion editor, marketing manager and creative director.

Previously lived in Shanghai, Buenos Aires, London and now based in São Paulo.

## CONTACT

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## EDUCATION

### UNIVERSITY OF THE ARTS LONDON

BA Creative Direction  
For Fashion Media and Management  
2011 - 2014

### GRADED AMERICAN SCHOOL OF SÃO PAULO

High School  
IB diploma  
2009 - 2011

### ASOCIACIÓN ESCUELAS LINCOLN BUENOS AIRES

9th and 10th grade  
2008 - 2009

### SHANGHAI COMMUNITY INTERNATIONAL SCHOOL

2006 - 2008

## EXPERIENCES

### CREATIVE STRATEGIST NADATTELKREMER.COM

São Paulo  
2018 - Present

I Create and implement strategies that generate growth in engagement, community size and revenue - combined with an appropriate storytelling and image positioning in tailored made projects in retail, gastronomy, art, wellness, beauty and advertising. In this process, I develop new visual identities and strategic content planning for brands. My deliveries consist of Brandbooks, Content Strategy for instagram, Audiovisual Campaigns and Ecommerce.

Clients: Purana.co, Mandarine, Nattu, Yogini, Almaria, Aziz, Pianeta.

### CREATIVE DIRECTOR YOGINI.COM.BR

São Paulo  
2018 - Present

As a creative director I created, produced, and managed the communication department.

- › Researched and Conceptualised Fashion Collection themes. Developed prints and graphics in collaboration with in house fashion designer and graphic designer.
- › Conceptualised brand's season narrative and visual identity guide considering online channels and in store communication.
- › Built and Managed new creative team - in house graphic designer and copy writer.
- › Managed in house ecommerce and marketing creative briefings and deliveries.
- › Overlooked branding's decisions with marketing director and brand's founder.
- › Created social media content strategy and calendar.
- › Developed branded content, online collaborations and partnerships based on media strategy, performance and engagement.
- › Art Directed and Produced several digital campaigns, editorials, films and ecommerce photoshoots.
- › Controlled budget and hiring of photographer, stylist, models, beauty artists, set designer and film maker.
- › Managed post production steps of editing, editorial and printing.
- › Delivered several short films, igtvs, reels, printed catalogues, postal cards, as well as visual merchandising set design of physical stores.

### MARKETING MANAGER YOGINI.COM.BR

São Paulo  
2015 - 2018

I developed the marketing department from the ground up over the course of three years.

- › Built marketing process within the company, brought ecommerce in house, hired a PR agency as well as audio visual suppliers.
- › Created a marketing strategy plan aligned with commercial prospects.
- › Put in action creative and strategic development of campaigns on social media (Facebook, Youtube and Instagram).
- › Managed marketing budget as well communication with 6 physical stores.
- › Updated Branding guideline - values and mission.
- › Built Brand's relevance in wellness market with the creation of #YoginiExperience: medium

## COURSES

### INTERNATIONAL YOGA CONFERENCE

yoga.pro.br

- › 200 hours on Yoga and Vedanta

Bombinhas  
2015

### PERESTROIKA - SCHOOL OF CREATIVE METHODOLOGIES www.perestroika.com.br

- › DECODING - course on how to transform human behavior into data.

São Paulo  
2015

### VEDANTA CAMP ARSHA VIDYA PITHAM dayananda.org

- › 1 month on vedanta, sanskrit, chanting and yoga.

Rishikesh  
2017

### EBAC - SCHOOL OF CREATIVE ARTS AND TECHNOLOGY ebaonline.com.br

- › Digital Marketing - course on digital communication strategy, media planning and data analysis.

São Paulo  
2021

## EXPERTISE

- › Branding
- › Strategy
- › Content
- › Social Media
- › Photography
- › Story Telling
- › Set Design
- › Fashion
- › Visual Merchandising
- › Marketing Retail

## LANGUAGES

- › Portuguese: Native
- › English: Fluent
- › Spanish: Fluent

and large scale events with the yoga community in several cities (Rio de Janeiro, Campinas and Greater Sao Paulo)

- › Created several campaigns and branded content with yoga influencers that were game changers.
- › Created relevant partnerships with several wellness hotels, shopping malls, food brands, yoga studios, beauty brands in order to expand community size and clients.

### SOUTH AMERICAN EDITOR

WGSN.COM

São Paulo  
2015-2016

WGSN is the biggest trend forecasting company in the world. Founded in 1998, in London, the platform has been powering the world's most valuable brands through its pioneering online trend service. It continues to drive the industry by forecasting change in consumer behaviour, fashion and retail.

- › I was the LATAM editor and correspondent.
- › I wrote several retail, marketing and city reports about South America, Sao Paulo and Rio de Janeiro.
- › Reported directly to the content department in London and New York offices.

### PROJECT MANAGER

WGSN.COM

London  
2015-2016

WGSN Mindset is a consulting in house department to help global brands make confident decisions backed by trusted trend insights, expertly curated data and actionable recommendations.

- › I was the project manager for Heimtextil – International Trade Fair for Home and Contract Textiles based in Frankfurt.
- › Managed budget as well as freelance photographers, film makers and stylists.
- › Maintained weekly goals and deadlines.
- › Sourced all image copy rights.

### RETAIL AND BUYING ASSISTANT EDITOR

WGSN.COM

London  
2014-2015

The Retail & Buying department is one of the most important editorial within WGSN because it gives relevant data, enabling clients - subscribers and fashion buyers make effective decisions in their business.

As an assistant editor I wrote about womenswear and menswear retail and buying trends. The reports I made included data about fashion design, print and graphics, colour, and accessories. This role involved travelling within the city of London and Paris, photographing stores and analysing retail and buying decisions as well as trend confirmations.

In this role, I also assisted the retail director of the department with the Global Retail Analysis reports, New York and London Fashion Week catwalk Data and Trade Show reports. I wrote copy for City by City reports - updates on restaurants, exhibitions and bars in London.

### EXECUTIVE PRODUCER ASSISTANT

RALPHSHANDILYA.CO.UK

London  
2013

Production Assistant for Ralph Shandilya throughout various jobs within the fashion industry, including the pre production of Manolo Blahnik's film which is now streaming on Netflix. Worked alongside fashion journalist Michael Roberts, fashion editor Bronwyn Cosgrave and Film and TV producer Gillian Mosley throughout the beginning of the production schedule. My work involved analysing and gathering relevant research in the making of the brief. I worked with film negatives and researched about Manolo's life on all relevant angles. Assisted all internal meetings and schedules, and wrote copy. At Ralph Shandilya, I also worked in productions with Marc Lebon and Volga Linen where I applied my art direction and editorial skills.

**PRODUCTION ASSISTANT**  
**INTREPIDLONDON.COM**  
London  
2014

- › Assistance through the production updates of the represented artists at the agency.
- › Booked necessary arrangements for the artists of the agency.
- › Improved my editorial eye and knowledge within the industry.
- › Applied high organisational skills by looking after the agency's research methods.

**SALES AND MARKETING INTERN**  
**SOPHIAWEBSTER.COM**  
London  
2013

- › Assistance through the production of the shoes and the following up with the factories in Brazil.
- › Worked with the retail and merchandising intake on the pop up shop and sample sales throughout the season.
- › Represented the brand at London Fashion week.
- › Presented the collection to buyer's representatives and press.
- › Assisted in the production of three London Fashion week season shows.
- › Assisted in the research process of new collections.