Natia Gvazava

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**EXPERIENCE**

ALPHA TECHNOLOGIES New York, NY

*Client Relationship Manager (CRM)* 02/2016-Present

* Planning and delivering CRM strategies across the company in order to achieve customer retention and loyalty
* Monitor and maximize customer lifetime value strategies ensuring maximum profitability
* Using an existing network of industry contacts to generate new business and identify new opportunities
* Delivering sales presentations to high-level executives and attending meetings
* Working closely with CEO and travel to attend events and meetings for business development purposes

ALDO COPPOLA **New York, NY**

***Executive Assistant to CEO*** 07/2015-10/2015

* Assessed competitive background to understand how to position Aldo Coppola’s brand and pricing for New York’s market
* Worked closely with company’s brokers, lawyers, accountants and architects to launch the business in New York City
* Produced and drafted letters and documents, analyzed and edited information, initiated telecommunications with employees
* Attended meetings with high level executives and conducted conversations on collaboration of future course of action
* Attended tradeshows to purchase and order the right products from international exporters for businesses in Russia

**MATÉRIEL New York, NY**

***Business Development Associate*** 06/2015-09/2015

* Attended 3 trade shows and contacted 50 showrooms and 100 boutiques to develop target list of potential client accounts
* Conducted 10 pitch conversations resulting in foundational relationship with potential client accounts
* Assessed US market for fashion-forward women’s clothing to identify boutique partnership as the appropriate market-entry strategy
* Developed public relations strategy by identifying appropriate PR firm, developing PR budget, and research on return of potential tactics to develop tactical plan
* Manage customer requests and concerns by actively responding to day-to-day customer communications

**KOLORBAR** (Chain of 5 Manhattan Salons) **New York, NY**

***Personal Assistant to CEO*** 2012-2015

* Assessed competitive landscape to understand how best to commercialize crocodile oil skin care product resulting in recommendation on go-to-market strategy for a new product
* Assessed FDA approval process to understand approval and import/export requirements
* Responded to market road-blocks by quickly pivoting product strategy based on import/export regulations, customer preference, and ingredient availability to focus on sea-weed skin care product
* Developed and implemented web design strategy by identifying the appropriate web designer, discussing website layout and functionality, and reviewing website content
* Managed 300-person customer database by informing customers of new product availability, salon specials, and salon events

**iL2L SUMMIT New York, NY**

***Graduated Leadership Summit*** 2011

One of twenty-six of participants to attend summit focused on global women’s leadership

**Representative activities include:**

* Completed extensive application process resulting in program acceptance (26 out of 500 applicants accepted)
* Attended 20-day training program focused on identifying global issues requiring young women’s leadership, fundraising ideas, and developing a sustainable mentoring support system
* Developed and presented project plan to improve dental care for foster children in Georgia
* Led fundraising efforts to collect and donate $400 to summit participants who were victims of sex-trafficking

**EDUCATION**

**BARUCH COLLEGE, ZICKLIN SCHOOL OF BUSINESS New York, N**Y

***BBA 2015*** International Marketing, Minor in Communication 2012-2015

**MONTGOMERY COLLEGE Rockville, MD**

***Leadership Activities:*** Vice President of International Relations Club 2010-2012

**SKILLS:**

Native speaking fluency of Russian, and Georgian.

Proficient in all Microsoft Office platforms: Excel, Word, PowerPoint, and Photoshop.