

Diane Amelia

FASHION EDITOR / PR

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SUMMARY

Graduated in fashion and journalism, I'm working with magazines, brands and fashion officially since 2012. As a journalist freelancer, I did fashion stories for Brazilian and international magazines.

Since 2015, working as fashion and beauty editor for L'Officiel Brazil magazine, publishing interviews and fashion editorials, besides covering fashion weeks. In 2018, I moved to Harper's Bazaar Brazil as a fashion editor till September 2018, when I moved back to L'Officiel Brazil magazine, as an editor-in-chief.

Nowadays, I'm looking for new experiences in a fashion brand as a PR manager. It's a new challenge for me and I'm so excited to start this new beginning on the other side.



SKILLS

Fashion journalism	● ● ● ● ●
Fashion production	● ● ● ● ●
Fashion communication	● ● ● ● ●
Fashion	● ● ● ● ●
Fashion branding	● ● ● ● ●
Fashion marketing	● ● ● ● ●
Styling	● ● ● ● ●
Art direction	● ● ● ● ●
Fashion photography	● ● ● ● ●
Visual Merchandising	● ● ● ● ●



EXPERIENCE

Editor-in-chief

Naturals NewYork *Sep 2018 - Present*

Create a new and fresh project for Naturals NewYork printed magazine

- Organize a connection with international brands and develop strong images related to Naturals DNA
- Coordinate production and moodboards of all the editorial covers (except some commercials)
- Develop some projects with international brands for print and digital
- Write and interview good names of fashion, jewelry and beauty
- Coordinate budget for each issue
- Responsible for maintaining all relationships with agents and PR offices.

Fashion and Jewelry editor

Iconic Fashion NewYork *Apr 2018 - Sep 2018*

Responsible for the organization and guidelines for each printed issue.

- Interviews with creative directors, fashion designers, personalities and people related to fashion brands
- Edit fashion and jewelry sections with research and analysis of trends

Beauty and fashion editor



LANGUAGES

Portuguese	● ● ● ● ●
English	● ● ● ● ●
Spanish	● ● ● ● ●
Italian	● ● ● ● ●
German	● ● ● ● ●



PROJECTS

New Tonic NewYork magazine

Direction *Sep 2018 - Nov 2018*

Studying the new role of Tonic NewYork in national fashion market. Explore new graphic project based in a fresh and young aesthetic.

- Renew the image of the magazine
- New graphic project
- New language
- Understand about the new public of the magazine

Tonic Beauty & Fashion NewYork *Jan 2015 - Apr 2018*

Responsible for the creation and development of fashion and beauty sections for each print issue.

- Organize interviews, articles and fashion editorials in NewYork and abroad.
- Cover fashion weeks, during February and September seasons, in London, Milan and Paris
- Meet fashion designers and people with a strong relationship with international brands
- Coordinate teams for fashion editorials - photographers, stylists, make up artists, models/celebrities
- Responsible for maintaining all relationships with agents and PR offices.



EDUCATION

Journalism

The News Institute *Jun 2012 - Dec 2014*

Post graduation in Journalism

Marketing for Luxury

Mind Marketing Institute *Jan 2012*

Three weeks intensive course about marketing for luxury.

- Key marketing and communication strategies for international 'high-end' consumers in the luxury fashion and design industries

Fashion Design and Marketing

ITI Marketing solution *Apr 2012*

Short course about understanding the market for fashion

- Explore the basic steps from designing to selling a collection including press and PR, and how to get that all-important media attention.
- Investigate what people do that makes them successful, whilst collecting information on colour, fabric, price, design and retail outlet.
- Develop a promotional plan for own collection or an existing brand

Interviewing for News and Features

London College of Communication *Apr 2012*

Short course about how to do the best interview

- Dealing with difficult interviewees
- How to frame your questions Interview editing
- Interview technique
- Use of body language
- Deciding which quotes to use
- How to use quotes within the story including punctuation

Creative Direction

Central New York *Apr 2011*

Short course focused in understand the way of use the creativity in fashion, in London

- How to use contemporary trends and campaigns
- Managing creative
- Working on Creative briefs
- Pitching to clients
- Practical exercises working on live briefs from real clients, planning an integrated campaign

Fashion design

Designer Sole *Jan 2007 - Dec 2011*

Graduation in fashion design as a first experience and contact with fashion communication, journalism, art direction and marketing