

CLAUDIA KELLER

Tampa, FL

(929) 448-8048

claudia@claudiacroazzo.com

LINKS

E-commerce, Portfolio

PROFILE

Creative Director with 10+ years of experience in fashion design, branding, and business development. Expertise in conceptualizing high-end collections, leading creative teams, and expanding brand presence. Proven track record in driving revenue growth, building client relationships, and positioning brands in competitive markets. Skilled in overseeing product development from design to market launch, ensuring alignment with business goals.

EMPLOYMENT HISTORY

❖ **Sales Representative (Part Time), Photonica USA** Mar 2025 — Present
Tampa

- Represented state-of-the-art body contouring technology (Ultra Slim & Ultra Smooth), driving expansion into new territories and clinic partnerships. Increased client sales by 30%, providing tailored solutions for non-invasive treatments.
- Managed key accounts, built relationships, and supported business growth through strategic sales efforts.

❖ **Territory Sales Manager , Artheon Medical LLC** Jun 2024 — Mar 2025
Tampa

Tasked with building out a new territory covering Saint Petersburg and Sarasota. Effectively promoted and sold to clinical providers as well as their nursing staff in a competitive territory using innovative, market driven approaches. Networked across numerous hospitals, endocrinology clinics, and primary cares, continuously prospecting leads to exceed sales numbers. Q3 135% to plan Q4 146% to plan

❖ **Founder & Designer, Claudia Croazzo LLC** Feb 2016 — Present

- Founded and operated a high-end fashion house, designing couture, ready-to-wear collections, swimwear, and accessories.
- Showcased collections at London Fashion Week and New Orleans Fashion Week, garnering industry attention.
- Managed all aspects of business operations, from design to e-commerce, driving growth in a competitive industry.
- Featured in top-tier publications, including Vogue and Elle Magazine.

❖ **Founder & Creative Director, The House of C&M LLC** Nov 2022 — Present

- Established a boutique e-commerce business, curating and designing fashion collections with a strong market demand. Directed brand development, product selection, and digital presence, leading to steady year-over-year growth.

❖ **Fashion Stylist (On Call), HSN/QVC** Mar 2024 — Jul 2025
Saint Petersburg

- Styled products for live TV, ensuring engaging presentations and effective audience targeting. Collaborated with producers and hosts to develop cohesive, on-brand looks that resonate with viewers.

❖ **Design Consultant & Stylist, Spiritual Cowboy** Mar 2023 — Nov 2023
New Orleans

- Designed collections and provided styling services for runway shows at New Orleans Fashion Week and Atlanta Fashion Week.
- Developed sales strategies and managed client relations to increase revenue by 25% in six months.

❖ **In-House Designer, Buyer & Merchandiser, Maiya Boutique** May 2021 — Feb 2023
New Orleans

- Contributed to boutique growth with custom designs, strategic buying, and curated visual merchandising.
- Built strong supplier relationships, optimized inventory, and drove 20% increase in sales year-over-year.

EDUCATION

❖ **University of Salford** Jan 2011 — Jan 2014
Fashion Design BA Hons

❖ **Blackburn College** Jan 2009 — Jan 2011
Diploma BTEC, Art & Design

❖ **Queen Elizabeth's Grammar School, Blackburn** Jan 2006 — Jan 2009
General Certificate of Secondary Education (GCSE)

SKILLS

Creative Direction: Concept Development, Art Direction, Brand Identity, Campaign Strategy	<i>Expert</i>	Figma	<i>Expert</i>
Design Expertise: Fashion Design, Trend Forecasting, Bespoke Tailoring, Collection Development	<i>Expert</i>	Time Management	<i>Expert</i>
Business Management: E-commerce Optimization, Budgeting, Team Leadership, Operations Management	<i>Expert</i>	Customer Service	<i>Expert</i>
Marketing & Communications: Social Media Strategy, Influencer Partnerships, Online Advertising	<i>Expert</i>	Critical thinking and problem solving	<i>Expert</i>
Technical Skills: Adobe Creative Suite, Microsoft Office, Graphic Design, Web Design, Video Production, Figma	<i>Expert</i>	Ability to Multitask	<i>Expert</i>
Sales & Growth: Client Acquisition, Negotiation, Retail Management, Client Retention	<i>Expert</i>	Effective Time Management	<i>Expert</i>
Hubspot	<i>Expert</i>	Ability to Work Under Pressure	<i>Expert</i>

❖ **ADDITIONAL HIGHLIGHTS**

- Featured in *Vogue*, *Elle*, and other prestigious global publications
- Renowned for collaborations with leading fashion houses and boutiques across Europe and the US
- Highly skilled in developing trend reports, brand presentations, visual merchandising strategies, and signature collections
- Collections showcased at major red carpet events across Europe and the US