

IVAN GILKES

Experienced Floral Studio Manager and Creative Innovator

Brooklyn, NY – 404.392.9954 – hiya@ivangilkes.com – ivangilkes.com – linkedin.com/in/ivangilkes/

About me:

Hiya! I'm a seasoned **Floral Studio Manager** and **Lead Designer** with a forte in amplifying sales, sparking creative innovation, and crafting influential brand narratives. Renowned for my unwavering work ethic and ability to foster trust, I excel in client relations, curate premium product selections, and seamlessly oversee event planning production from start to finish.

Experience:

HANATO FLORAL DESIGN STUDIO | LEAD DESIGNER JANUARY 2020 - PRESENT (floral studio offering retail, event and weekly account florals)

- Successfully secure, plan and execute events based on client inquiries to create memorable experiences and exceptional floral arrangements for weddings, corporate functions, and special occasions, including clients like Google, HBO, Rolex, Meta, and others.
- Optimize retail sales, inventory, and product presentation for increased revenue and profitability.
- Showcase floral creations with proficient photography skills, enhancing the studio's portfolio.
- Execute effective marketing strategies, including Instagram and Pinterest management, to expand brand reach and visibility.
- Led a successful Squarespace website upgrade that significantly increased online sales and customer satisfaction, while also managing ongoing updates for successful Valentine's Day and Mother's Day campaigns with production and delivery considerations.
- Foster strong supplier relationships, particularly with NYC flower market vendors, to secure high-quality materials and control costs.
- Skillfully manage daily operations at a small floral studio, leading a team of 3 full time staff members and additional freelancers as needed; mentoring team members in design techniques, customer service and best practices.
- Oversee timely and accurate weekly account deliveries for corporate and private clients.

IN SUPPORT OF | CO-FOUNDER JANUARY 2014 - MARCH 2020 (concept shop & showroom featuring emerging designers)

- Co-authored business plan, developed brand aesthetics, secured private funding, chose a location, set up operations, and successfully launched the venture of a concept store and wholesale showroom featuring innovative womenswear with a business partner.
- Developed distinct brand concepts for both retail and wholesale, including digital/print media, store aesthetics, and an online customer hub, while crafting and continually updating the visual brand identity in collaboration with the co-founder and the team.
- Managed showroom; scouting new designers, designing and advising sales strategies, securing season-exclusive deals, linking brands with global retail partners, transitioning from a permanent showroom to a seasonal micro trade show model in New York, Paris, and LA.
- Orchestrated marketing campaigns across social media platforms (Instagram / Facebook), including targeted advertising, and continuously analyzed engagement to enhance strategies.
- Secured brand features and placements in prestigious outlets like Refinery 29, New York Magazine, Harper's Bazaar Brazil, WWD, New York Times, Nylon, and collaborated with stylists for print and

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IN SUPPORT OF cont.

online media exposure.

- Organized and sometimes led photo shoots for various content, including editorial and e-commerce, and edited/retouched photos to emphasize products and enhance the online experience

MEGA MEGA PROJECTS | SALES MANAGER (fine jewelry and accessories wholesale showroom)

JULY 2013 - JANUARY 2014

- First hire for an expanding showroom, managing 15+ jewelry/accessory brands.
- Connected with major retailers (e.g., Anthropologie, Barney's) and cultivated ties with boutiques.
- Transitioned brand partnerships from Aikaz Showroom to Mega Mega Projects.
- Matched brands with retailers fitting their style and pricing.
- Represented brands at New York and Paris trade shows, securing deals with buyers.
- Facilitated product development dialogues between designers and wholesale clients.
- Pioneered showroom's venture into the lingerie market.

AIKAZ SHOWROOM | SALES AGENT (multi-line showroom focusing on emerging independent brands)

JULY 2013 - JANUARY 2014

- Hired to aid the organic growth of 4 labels, significantly contributing to its expansion to 9 brands.
- Secured exclusive deals with advanced contemporary brands.
- Engaged buyers with curated collections, followed up for orders, and set terms.
- Consistently communicated with buyers to assess product success and hosted trunk shows for greater visibility.
- Conducted road appointments in major cities and represented brands at trade shows across the US.
- Oversaw showroom's online presence and managed all marketing materials.

Skills:

Floral Design	Design Strategy &	Innovative Business	Management
Floral Buying	Execution	Models	Online and In-Store
Creative/Art Direction	Event Production	Product Sourcing	POS Management
Sales	Customer Experience	Merchandising	Adobe Creative Suite
Client Relations	Market Trends/Insights	Vendor/Supplier	

Education:

NEW YORK UNIVERSITY | BACHELOR OF ARTS, CUM LAUDE

2005 - 2009

Urban Design & Architecture Studies, Middle Eastern Studies, Studio Art (photo & jewelry)