



MARA PUTRINA

Experienced in solving challenges related to visual appearance. Explorers spirit, innovative thinking, initiative, quality

WORK EXPERIENCE



Akzente Retail Group, **Visual merchandiser** Freelance
Zürich, Switzerland (www.akzente-group.com) (11/2021 -)

Retail display design, in-store merchandising, product presentation for HALLHUBER and other stores, communication with store managers, setting up the styles according to the brand guidelines, reporting on tasks. Sales-driven design implementation.



Stil und Stiele floristry and styling, **Stylist & Florist** 80%
Zürich, Switzerland (www.stilundstiele.ch) (08/2021 - 6/2024)

Work planning, decor creation and space styling for private persons, corporate clients such as banks, hotels, hospitals, restaurants, theaters, universities, hair saloons, photoshoots. Brand strategy, customer engagement, social media and campaign management, content creation.



TINAMARA Blumen und Dekorationen, **Decorator** Freelance
Kappel am Albis, Switzerland (www.tinamara.ch) (06/2018 - 06/2024)

Flower decor creation, visual concept implementation for various events and environments.



Event and space decorators WIŚLIST design, **Co-Founder, Decorator and designer**
Riga, Latvia (www.facebook.com/wislistdesign) (04/2017 - 03/2018)

Client consultation, creating a visual concept for the event or project such as weddings, business events and places for permanent use - cafes, shops. Home staging, property enhancement, mood board creation.



Interior and exterior Decorative finish Apdares Studija, **Design consultant**
Riga, Latvia (www.apdaresstudija.lv/en) (05/2016 - 05/2017)

Consulting clients about various interior and exterior decorative finishes, providing color and visual concepts. In cooperation with web programmers made company's web page.



Event organizers, decorators Cherry Picking, **Project coordinator**
Riga, Latvia (www.chepi.lv/eng) (01/2015 - 04/2016)

Organized everyday work flow. Took care of social media account and homepage management, prepared quotes and invoices, decorated events, prepared visual materials, organized stock in the warehouse and made company's deco web page improving sales.

EDUCATION

Professional Bachelor's degree, ISMA University (2011 - 2015)

Business administration in creative industries

1st Level Professional higher education, LKA Latvian College of Culture (2011 - 2014)

Administration of Arts, Qualification of Culture Manager with specialization in Event direction

LANGUAGE

English - Full working proficiency (B2/C1)

German - Working proficiency (B1/B2)

Latvian - Native proficiency

CREATED SO FAR

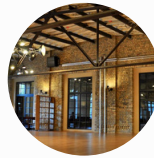


Shop window display/ deco sets

Hallhuber, Hackett - Zürich, Luzern,
Konstanz (2021- 2024)

Dior event deco set up, Muttenz

Royal Interiors, Churchill cocktail
saloon, Design cafe Parunasim,
Decorative surface finishing studio
Apdares Studio, Riga



Interior Design/ Home Staging

Interior implementation for store,
Greifensee, Zürich (2023)

Cocktail saloon Churchill in Riga old
city, Dance studio Padejosim, Riga



Web pages

Visual concept and implementation:

www.stilundstiele.ch

www.chepi.lv

www.chepideco.lv

www.apdaresstudija.lv



>200 events

work in more than 200
events (weddings,
corporate, concerts etc.)



Logo designs

Cocktail saloon Churchill

WIŚLIST design



Signboard design

Royal Interiors,

Riga