

EXPERIENCE

EP Consultancy Firm, Owner.

2008 - Present | *Milan, Italy*



Elke Palmaers is a consultant specialized in bespoke projects designed for fashion and luxury brands operating on a global scale, with the aim of creating value through unique and exclusive experiences. With a marked sensitivity towards the latest trends, combined with the continuous search for innovation, EP Consultancy offers integrated marketing and communication services, activations and brand extension projects, working in synergy with a vast network of international partners. EP Consultancy proposes outcome-focused solutions supporting businesses reach their goals, through initiatives focused on creativity, engagement, customization, and an excellent execution. Services Include:

- Bespoke integrated marketing and communications initiatives.
- Brand extension.
- Digital marketing.
- Events and activations.
- PR management & assets.
- Content creation and production.
- Client specific communications and VIP client management.

Nieuw, Co-Founder.

2012 - Present | *Toronto, Canada*

- The company offers a wide range of interior design products from selected brands imported from Belgium and The Netherlands exclusively for Canada & Italy.

Saywhat?, Marketing Coordinator.

2005 - 2008 | *Milan, Italy*

- Events coordination and production.
- Strategy Definition.
- Market Study.
- Key Clients: Ferrarelle (Italy, Uk, Australia, Japan, USA, Germany), Indesit Company, Coca-cola, MTV, Diageo, Mondadori, Luxottica, Motorola, Isole Borromeo.

Aga Italia, Market Representative.

2005 | *Milan, Italy*

- Neiman Marcus & Neiman Marcus Direct.
- Manager of the men's accessories for the Italian market.
- Identification of new and emerging fashion brands and trends.
- Support and coordination to the buyers during Fashions Week.

EDUCATION

Istituto Marangoni

Milan, Italy | 2005

Fashion Business. Bachelor Degree, Graduation vote 30/30.
Thesis: Launch and organization of new fashion brand and concept, D-Tach.

Canyon College

Online Course | 2004

Global Management. Associate Degree in International Commerce, Management Strategies, Cultural Awareness in the market place.

American Community School

Abu Dhabi, UAE | 2002

High School Diploma. Member of National Honor Society, MSF, Global Humanitarians. Awards: Advanced French, Exceptional Educative Success by President George W. Bush.

North Dakota University

Online Course | 2001

Fashion Design Course: graduated with "A" Honor Roll.
Business English Course: graduated with "A" Honor Roll.

KCST

St-Truiden, Belgium | 1995-2000

High School. Specialization in Economics and Languages.

CONTACT INFO



Via P. Eugenio 63, 20155 Milan, Italy



info@ep-consultancy.com



+39 3468206744



www.ep-consultancy.com

LANGUAGE

Flemish/Dutch



French



English



German



Italian



EDUCATIONAL PROJECTS

Adjunct Professor

Università degli studi di Torino
Faculty of Economics & Management