

MICKEY FAMILIA

CREATIVE DIRECTION
FASHION DESIGNER

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Mickey Familia



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INTRODUCTION

- Extensive experience in product design includes managing design team and responsible for product manufacture reporting directly to the CEOs.
- Experience in translating customer needs and market demand into sharp and compelling messaging, content, sales tools, and campaigns aim to meet business goals.
- Experienced in building strong relationships with peers and stakeholders across sales, marketing and more.
- Excellent presentation skills reflecting design concepts clearly both internal/external interfaces.
- Experienced in identifying and seizing growth opportunities through different data tools.

EDUCATION

The College of management, Academic Studies

MBA – Masters in business administration
(management and business psychology) | 2014 – 2016

Shenkar, College of Engineering , Design and Art

BA in Fashion Design (B.Des) | 1998 – 2002

CERTIFICATIONS

Technion – Israel Institute of Technology

Product management course | 2022

The College of management, Academic Studies

Entrepreneurship Incubator | 2016

Technion – Israel Institute of Technology

Interior design Diploma Studies | 2009

SKILL SET

- Creativity & problem solving mindset
- Team leader and build talents approach
- Story telling
- Positive learning attitude
- Market research
- Photoshop CS, Illustrator CS, Sketch up, AutoCAD,

Languages

- Hebrew–native
- English–fluent

PROFESSIONAL EXPERIENCE

Lee Cooper (Brill group), Israel

Creative Director and Head of design department 2013 – 2022

- Product life management from the concept stage, production to finished product.
- Working in collaboration with UK head offices.
- Conduct market research and competitive analysis to develop GTM strategy.
- Develop product story for various customers and provide the sales force with the tools it requires to Push forward product sales.
- Supporting sales-product training, create battle card and solid product presentation.
- Achieving consecutive 10% sales growth 5 years in a row.
- Managing entire product life cycle from strategic to tactical activities.
- Plan product launches in collaboration with marketing focus on GTM strategy.

Honigman, Tel Aviv, Israel

Senior Designer, Honigman Men, 2006 – 2013

- Identify new market opportunities and build business plans for new market segments.
- Conduct market research to better understand and define brand positioning, perception, and customer preferences.
- Designed, developed and successfully launched new brand, doubled the brand offerings, and more than 950K \$ in incremental annual revenues.
- Drive new product and marketing initiatives to improve the company's competitive position.
- Implemented portfolio management strategies to remove underperforming products; shifted customers to other profitable products and reduced maintenance costs.
- Collaborated with trade and marketing departments to document feedback and shape product roadmap.
- Established and maintained global vendor's networking.