

SHIRLEY RAFINA

CREATIVE PROJECT & OPERATIONS | PARTNERSHIPS |
INTERNATIONAL COORDINATION

Bilingual French/English | 15+ Years International Experience
Design, Brand & Creative Industries

CONTACT

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shirleyrafina.pro@gmail.com

Based in Paris, France
Open to international remote roles
French and Canadian citizen

LinkedIn

EDUCATION

Interior Design Diploma

George Brown University
CANADA

Bachelor of International Business

University of the Sunshine Coast
AUSTRALIA

BTS of International Business

Lycée Lamartine
FRANCE

SKILLS

- Creative Project Coordination
- Creative Operations
- Partnerships & Stakeholder Coordination
- International Coordination
- Brand & Marketing Projects
- Process & Organization
- Founder / Executive Support
- Designer & Supplier Relations
- Cross-functional Collaboration

CAREER SUMMARY

Bilingual French/English professional with 15+ years of international professional and entrepreneurial experience across North America, Europe and Africa. Coordinates creative projects, designers and external partners across design, brand and marketing environments. Combines hands-on project delivery, partnership development and process organization with the autonomy of a founder and a collaborative approach to supporting founders and executives.

EXPERIENCE

Co-Founder | Creative Operations & Partnerships

MOUVANCE NOIRE - International Design & Art Platform

Canada / France / Africa | 2024 - June 2026

- Co-founded a premium platform representing contemporary furniture and design from Africa, the Caribbean and the diaspora for an international B2B audience.
- Developed a 15-partner international ecosystem, coordinating designer relationships and external stakeholders across markets.
- Coordinated designer, partner and event content across North America, Europe, the Caribbean and Africa, translating creative input into clear project deliverables.
- Led brand visibility initiatives and coordinated editorial and product content to maintain a consistent visual identity.
- Built and managed the Wix platform, organizing collections and content to support designers, partnerships and brand presentation.

Interior Design & Project Coordination - KAH STUDIO INTERIOR

Canada | 2015 - 2023

- Built and positioned a 3D interior design and home staging brand across Canada and France
- Delivered 80+ residential projects, helping enhance property presentation and accelerate sales potential
- Led brand strategy, visual direction, marketing, and client communication end-to-end
- Developed a network of real estate agents, developers, and investors through targeted outreach and relationship building
- Combined interior aesthetics, spatial storytelling, and digital visualization to create aspirational and market-driven environments

DIGITAL TOOLS

- Wix
- Canva
- Mailchimp
- Notion
- Google Workspace
- Microsoft Office
- Slack
- Zoom
- Evernote
- Google Analytics
- AI-assisted content and research workflows

LANGUAGES

- FRENCH - Native
- ENGLISH - Fluent
- SPANISH - Basic

Marketing Director - LAVISHY

Canada / USA | 2009 - 2014

- Directed B2B brand marketing and merchandising projects for an accessories brand serving wholesale partners across North America.
- Coordinated a website developer, graphic designers and external agencies to deliver cohesive brand, digital and marketing materials.
- Coordinated distributors, showrooms and sales representatives across markets, aligning external partners around brand priorities.
- Contributed to product selection, categorization and presentation, aligning merchandising with brand positioning.
- Led brand repositioning and go-to-market initiatives that contributed to 500% revenue growth.

SELECTED ACHIEVEMENTS

- Delivered 80+ residential design projects from consultation through completion.
- Developed a 15-partner international design ecosystem across four markets.
- Selected speaker at ICFF New York and IDS Toronto on design positioning and global design markets.
- Contributed to 500% revenue growth through strategic brand repositioning and coordinated commercial execution.
- Built and coordinated a 55-person remote sales network across the United States.