

Hello.

I am a highly energised and enthusiastic individual looking to pursue a career in digital marketing.

With over five years experience working with customers, I have the ability to understand customer wants and needs in order to communicate and engage effectively.

My experience working in PR and Marketing teams combined with a degree in BA (Hons) Fashion Business and Promotion, has developed skills required for a successful career in Digital Marketing.

Skills

- Adobe Creative
- Microsoft Office Suite
- Problem Solving
- Team Working
- Communication
- Organisational skills
- Content Creation

Education Information

Name

Eliana Andreia Miranda Fragata

Address

10 Bankwood Close, NG8 5SG

Phone

(+44)7910369828

Email

ellie_frag@hotmail.com

Education

2014 - 2017 **Birmingham City University**

BA (HONS) Fashion business and promotion 2:1

2013 - 2014 **New College Nottingham**

ABC Fashion Retail Diploma Level 3 Distinction

2011 - 2013 **New College Nottingham**

Fashion Design and Clothing Extended Diploma DDM

Experiences

11/18 **DIARY Directory**

Account Executive

- Building relationships in order to recognise and act on subscription sales opportunities
- Networking with fashion, beauty and lifestyle industry professionals (press, freelancers and influencers) to update database and retrieve industry news
- Proof read and research news to be included in the DAILY Newsletter
- Providing subscriber helpline service
- Assist with training Media Research Executives

11/18 **Flannels Group**

10/19 Customer Service Advisor

- Act as primary contact for online customers
Ensuring customers experience high level of customer service and excellence
- Dealing with customer queries including refunds, returns and complaints through email and telephone
- Using excellent verbal and written communication when responding to customers
- Understanding Flannels customers' personas in order to provide better support for customers through their wants and needs
- Achieving KPIs

08/18 **The Dune Group**

09/18 PR Intern

- Monitoring online press coverage as well as print
- Managing product samples using PR Shots
- Updating product imagery on PR Shots
- Compiling coverage documents for internal use
- Merchandising and maintaining the Dune show-room standards
- Liaising and reporting to press team for general activities
- Greeting visitors upon arrival
- Collecting samples for feature opportunities
- Managing returns

09/17 **&Blanc Fashion**

11/17 Digital Marketing

- Social Media Management - driving and managing the &Blanc Instagram feed and customer engagement
- Content Management - sourcing, creating and scheduling engaging content. Including seasonal campaigns, giveaways and general posts using Adobe creative cloud
- Took the lead on planning ways to create brand awareness.
- Affiliate marketing research into potential influencers to align with the brand
- Providing input for website development by proposing a new look, designed for a better customer experience
- Managing daily operations of the store including customer care and product inventory

10/17 **The Dune Group**

11/18 Sales Assistant

- Learning the different characteristics to ladies footwear
- Advise on new trends and how to style a product
- Supporting management team with daily tasks
- Achieving KPIs and exceeding targets
- Ensuring seamless customer service at all times
- Conduct trade report every week

04/14 **Nandos**

02/18 Cashier

- Customer awareness - the ability to understand the needs of customers in order to communicate effectively
- Customer care - ensuring customers have a good experience
- Cash handling
- Training new team members
- Working within a team to achieve targets
- Working under pressure to maintain restaurant and customer care standards
- Crisis management

01/16 **Events Management: St Basils Charity**

03/16 Digital marketing manager

- Maintaining and updating all social media platforms for the charity
- Assisting wider events team to ensure deadlines are met to an excellent standard
- Liaising with different companies to create awareness for the charity.
- Creating and implementing marketing strategies for the for the brand from competitor research
- Creating POS for event activities to generate awareness for the charity

11/15 **Prism London**

12/15 Digital Marketing

- Worked closely with the web team to maintain all aspects of the online shop
- Using Adobe Indesign, Photoshop and Illustrator to create newsletters and contents for the brand's social media.
- Helping coordinate samples for press and celebrities
- Supporting daily maintenance of website
- Helping with ideas to increase database
- Supporting and collating all text and information for images on the website

Reference can be given upon request.