

CASSANDRA STEPHENS

PERSONAL PROFILE

A recent fashion and business promotion graduate with a specific interest in fashion photography and styling. Has completed a range of fashion business modules at university including digital marketing, visual merchandising and events.

And taken on photography Internships to expand knowledge and experience.

Has a range of working experience with in customer service and retail industry.

CONTACT



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Cassandra Stephens



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EDUCATION

Fashion Business and Promotion (BA Hons) at Birmingham City University (2015-2018)

- Digital marketing and promotion- Creating a marketing strategy for clothing brand 'We are cow' in the form of a creative report and marketing boards using InDesign.
- Events management- This involved raising money to hold a charity event for St basil's homelessness. organised by a team of 8 including myself in the theme of a 80's George Michael tribute night.
- Buying and merchandising- Creating a style guide for the brand whistles. My direction was in menswear creating a range of shirts using CAD design.
- Dissertation topic - Carried out extensive research into perfectionism in beauty and the demand for more relatable imagery in marketing.
- Final major project- Concept of a well-being and mindfulness box designed to promote and educate consumers on the importance of self-care and improve their sense of well-being.

Achieved a Triple distinction in Photography (Art and design) at Burton and South Derbyshire college

- Photography projects were all fashion related this involved; coming up with concepts, choosing models, picking locations, styling models, sourcing garments, hair and makeup, photography and editing the photos using Photoshop.

Achieved 8 GCSE A*-C (Including maths and English)

INTERESTS

Vintage/Retro fashion - Interested by the era's of fashion, specifically 1960s-1980's. A lot of my photography is inspired by these decades.

Traveling- Enjoys exploring the environment and cultures of different places has visited places such as; China, Italy, France and Spain.

Animals- Enjoys walking my two dogs down the beach, has previous experience training dogs obedience and agility, also enjoys riding my mums horse in the mountains.

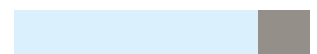
Helping people - Passionate about helping people and helping them achieve a better sense of well-being by offering positive advice or listening to their problems.

SKILLS

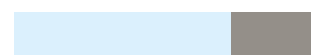
Microsoft office



In-Design



Photoshop



Illustrator



CASSANDRA STEPHENS

EMPLOYMENT

- **Sales Assistant at Burton Menswear London 2017-Present**

Duties Include: Cash handling and till work, Offering style advise, Replenishing stock, Keeping up with the latest trends, Driving Ipad sales, Stock count, Driving account sales, Tag and pocket checks, Delivery assistance and Cashing up assistance.

- **Waitress and Hotel Staff Hotel Gelinotte 2017 (Summer, French Alps)**

Duties include: Customer faced 24/7 as I lived and worked in the hotel so a professional domineer at all times, Stock count, Looking after and waiting on a section of tables, Greeting and showing guests to their room, House keeping, Cleaning the whole hotel and Adapting to a new country.

- **Cafe assistant at Starbucks Based in Aston University (2015-2017)**

Duties include: Cash handling and till work, Making different types of hot and cold beverages, Preparing and heating up food, Regular re-stocking of shelves, Stock count, Cleaning and closing down the whole shop in the evening, Cashing up the shop and banking.

Has also carried out duties in similar previous job roles

- Summer barista at Witches Brew Tea rooms (May-August 2016)
- Waitress at Hafan Y Mor (February-June 2017)
- Check out assistant at The co-operative (January-July 2014)
- Temporary Christmas Check out assistant at Tesco (September-December 2013)

INTERNSHIPS

- **Social media Content photography Diego Vanissabra, (London)**

Duties include: Researching ideal locations in London to photograph new items to sell, Experimental photography using an iphone to create innovative social media and website photography, Networking and learning about The designer's new and up and coming brand.

- **Website and social media photography Ada's Attic Vintage (Birmingham)**

Duties include: Studio photography, Social media photography, assisting with sourcing stock, learning about running an online business and appealing to the target consumer, Experimental photography including fashion filming and still imagery.

REFERENCES

Steve Young

Phone number: 0121 643 7126

Email address: bm0689@arcadiagroup.co.uk

Rachael Sadler

Phone number: 07504205499

Email address: hello@adasatticvintage.co.uk