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## Gemma Pemble

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07909441009

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## Profile

A curious mind with analytical abilities, a strong sense of aesthetics and commercial awareness. Experience in formally presenting ideas and reading statistical data. Good time management from working part time alongside full time education. Interests include fashion, photography and film.

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## Skills

-  Adobe Illustrator
-  Adobe Photoshop
-  Adobe XD
-  Adobe InDesign
-  Adobe Premier Pro
-  Microsoft Word
-  Microsoft Outlook
-  Microsoft Excel

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## Education

**BA (HONS) Fashion business and Promotion**  
*Birmingham City University*

### Dissertation

Conducted in depth research into Generation Z's internet subcultures, using a variety of research methods. Data was analysed, and relevant theory applied in order to gain unexplored insights and the foundations to synthesise an original idea based on research findings.

### Digital Marketing

Through primary and secondary research of consumers and their motivations, an innovative and creative 6 month marketing strategy was curated for Stussy. Content and creative assets were produced with careful consideration towards brand identity, market segmentation and digital trends.

### A-Levels

Sociology, Business studies and Biology  
Grades: BBD

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### Trend Forecasting

Collated and presented visual characteristics of a new trend built by identifying cultural trends through multiple research sources, including primary, to establish a new trend direction for the menswear sector. Trend concept was developed by translating and applying key drivers into fashion context.

### Final Major Project

Developed and designed a social network app for children which aimed to educate its users on digital wellbeing and mental health. Idea formed from the findings of dissertation. This collaborative project included a business plan with attention to competitors, marketing and consumers.

### GCSE

7 A\*-C grades including maths, English and science.

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## Work experience

### Content Developer

*Matter Magazine, independent art, lifestyle and culture magazine.*

Responsible for creating in depth research on artists and organisations for which the magazine intend to feature. From this I have learnt to develop a conscientious method to any work presented to myself.

General administration roles, organising interviews and maintaining communications throughout the team.

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## Employment

### Sales Assistant

*Topshop  
Cheltenham GL50 1DF*

General day to day tasks and working within the retail environment has given me great commercial awareness and the ability to communicate effectively.

Providing excellent customer service and product knowledge

Problem solving and working well within a team.

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## References

Alison Rapsey  
Course Director  
Birmingham City University  
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0121 331 5884

### Marketing Intern

*Group HES, Dowco House,  
Gloucester, GL3 1DL*

Assisted the marketing managers daily tasks. Role included using applications such as Mail chimp and Google analytics to track and report website traffic, along with measuring the effectiveness of content, through bounce rate and engagement rate.

This experience taught me to stay observant, even under pressure and understand a brands audience

### Advanced Sales Advisor

*Selfridges, New Bullring Centre,  
Birmingham, B5 4BF*

Worked closely with in-store visual merchandiser to launch new trends and merchandise low performing departments, resulting in sales boost.

Responsible for managing the shop floor and team when manager not present. This responsibility has taught me how to delegate tasks.

### Buying Assistant Intern

*New Look, 45 Mortimer St, London  
W1W 8HJ*

Responsible for raising and amending purchase orders in BMD Portal, requiring high levels of accuracy and speed.

Attending product run throughs and selection meetings for many departments, gaining product knowledge with commercial awareness. Frequently used Microsoft Excel for tasks such as product selection sheets and entering data for profit margins.

### Health Care Assistant

*Gloucestershire Royal Hospital*

Worked within a team of health professionals full time caring for patients. Role included monitoring patient's vitals and helping to assist them with their basic needs.

Keeping documentation and maintaining records therefore gained great organisational skills and can work well under pressure and emergency situations.

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