

# Gemma Hague.

**A creative individual with a passion for our environment and love of independent magazines. Seeking to gain experience within the magazine sector.**

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## Education.

BA (Hons) Fashion Business and Promotion  
Birmingham City University (2016 - 2019)

### Final Major Project - Feed Me More

- Created a concept in reaction to three Key Drivers identified through thorough primary and secondary research. This research suggested the need for a platform which would engage consumers to reflect and develop growth within themselves, the environment and the communities which surround them.
- Identified two market sectors which would help drive this concept, including the independent magazine sector and the augmented reality sector; two areas which show a positive growth with consumers.
- Conducted research to identify consumer tribes and demographics in which this platform combining magazine and augmented reality, looking into Millennials, Gen Vis and Life Long Learners.
- Collaborated with individuals from around the world including England, America and Australia to create a magazine which expressed people's opinions, told stories and experiences.
- Edited together articles, imagery and videography using Adobe InDesign, Adobe Illustrator, Adobe Photoshop, Adobe Premier Pro to create the finished magazine; Feed Me More.
- Created a mock-up of the Feed Me More app using Adobe After Effects.
- Constructed a business plan of how Feed Me More would operate.

### Dissertation - A World of Waste

- With a passion of creating a sustainable future, conducted deep research using primary and secondary resources, with an aim of investigating 'how an every-growing urban world can be sustained by innovative materials, with an insight into how a shift in consumer behaviour can create a positive impact in the rapid growth of overconsumption and material excess'.
- Identified consumer's current lifestyle habits through a digital questionnaire completed by over 110 participants.
- Explored how a negative impact of urbanisation has created a new consumer tribe.
- Investigated ways in which designers are creating innovative materials and concepts using household and industry waste, effectively tackling overconsumption and over-use of natural resources.
- Analysed how innovative design concepts can be implemented into consumers life, enabling them to connect and effectively slow down the repercussions of an urban lifestyle.

King Edward VII School, Sheffield.  
A-Level - Psychology, Textiles, Business.  
13 GCSE's A\*-C

## Employment.

Camp Arbutus Hayo Went Ha  
Camp Counsellor - Michigan (June-September 2017/2018/2019)

- Leading hiking, canoeing, kayaking and cycling trips with girls aged 8-16.
- Being a positive and responsible role model throughout on-site and off-site activities, including a 14-day canoeing trip in Killarney Provincial Park.
- Helping and encouraging young women to build confidence in themselves and with creating friendships with others on camp.
- Teaching young people how to look after our planet and the importance of 'Leave No Trace'.
- Effectively working both individually and as a team to provide children with an inspiring and enriching experience.

Urban Outfitters  
Sales Associate - Sheffield and Birmingham (September 2015 - November 2018)

- Helping build customer relationships through providing strong brand knowledge and a positive attitude.
- Being able to inform, recommend and sell products to customers.
- Assisting with the undertaking of interviews for future employees.
- Supervising and supporting other colleagues and trainees within the store.
- Keeping up to date with campaigns, trends and product knowledge by reading shop reports and analysing weekly figures.

## Work Experience.

Sainsbury's  
Buying Placement - Dresses, Premium and Tailoring (May 2018)

- Assessing both long and short lead products for AW18, taking into consideration fabrication, successful styles and store grades.
- Reviewing critical path with the merchandisers.
- Attending fits for red and green seals, followed by approving gold seal products.
- Looking at price architecture and competitive shop to see if product is in line with competitors.
- Attending design presentation to look at trends forecasted for SS19.

## References.

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