





HANNAH CLAMP

CONTACT

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PROFILE

A friendly and enthusiastic individual who thrives in a fast-paced environment and enjoys working as part of a team to achieve goals. Through studying Fashion Business and Promotion at university, as well as my time at contemporary clothing brand Needle & Thread, I have developed a high level of skills and knowledge across all areas of the industry, specifically in Digital Marketing & PR. Now, settled into living in London, I am ready to focus on my career path within Influencer Marketing. I am very focused and passionate about my future and want to work to the best of my ability and beyond.

EDUCATION

2016 - 2019 **2:1 BA (HONS) FASHION BUSINESS & PROMOTION**
BIRMINGHAM CITY UNIVERSITY

2:1 FINAL MAJOR PROJECT

// Created a concept for an innovative social networking app enhancing the growth and importance of influencer marketing and the new development of S-commerce shopping
// Created a mobile application prototype on Adobe XD.
// The strategy was communicated within digital package including: a business plan, marketing strategy, a prototype of the app with the assistant of industry collaborators.

2:1 DISSERTATION

// An independent investigation into how has the technological revolution impacted Generation Z and what does this mean for digital marketing.
// Using a variety of methodologies to identify key drivers to gain an understanding on how technology is impacting Generation Z's consumer behaviour.

2:1 DIGITAL MARKETING, PR & BRANDING

// Created a marketing report for Motel Rocks.
// Analysed their current brand identity, marketing mix, consumer analysis and competitors.
// Created a 6 month marketing strategy to re-position and attract new customer.

2014 - 2016 **LEVEL 3 EXTENDED DIPLOMA IN FASHION & CLOTHING**
SOUTH STAFFORDSHIRE COLLEGE

Distinction* Distinction* Distinction*

2011 - 2013 **JOHN TAYLOR HIGH SCHOOL SIXTH FORM**

A Level and equivalent grade pass and above

2006 - 2011 **JOHN TAYLOR HIGH SCHOOL**

10 GCSE's and equivalent grade C or above

EMPLOYMENT

JUN 2019 - **NEEDLE & THREAD**
JUNIOR DIGITAL ARTWORK ASSISTANT

// Reported to the Graphic Design Manager.
// Responsibility of creating creative assets to target customers including, Emails and Social Assets for Instagram, Pinterest, Weibo and WeChat.
// Set up and break down of a photo shoot.
// Assistant stylist at photo shoots.
// Contributed to the set up of the new website.
// Work closely with PR, E-commerce under the marketing umbrella.
// Daily Admin support for the Graphic Design Team
// Understanding of Mail Chimp and Klaviyo software

APR 2018 - **NEEDLE & THREAD**
PR INTERN

JUL 2018
// Reported to the PR Manager.
// Managing the flow of stock between Needle & Thread and the press using Fashion GPS.
// Use of Fashion Monitor to contact press, stylists & influencers.
// Produced and completed daily and weekly PR coverage reports.
// Knowledge on luxury sector Influencer and Celebrities.
// Supported managers when organising events including sample sale.

TECHNICAL SKILLS

 ADOBE PHOTOSHOP

 ADOBE INDESIGN

 ADOBE ILLUSTRATOR

 ADOBE AFTER EFFECTS

 ADOBE XD

 MICROSOFT WORD

 MICROSOFT POWERPOINT

 MICROSOFT EXCEL

TRAITS

RELIABLE

ATTENTION TO DETAIL

PROFESSIONAL


MOTIVATED

ORGANISED

PASSIONATE

FOCUSED

EXTRA

 FULL UK DRIVING LICENSE

JUL 2017 WHISTLES
SALES ADVISOR

-
JUN 2019 // Strong knowledge of the premium high street sector.
// Meeting and exceeding customers needs with a personal shopper approach.
// Completing visual merchandising guidelines each week.
// Remaining focused and professional during busier periods of trade.

FEB 2015 KIKO MILANO
SALES ADVISOR

-
SEPT 2017 // Gained professional skills and knowledge on the cosmetics industry.
// Meeting and exceeding high standard of customer service.
// Remaining focused during busier periods of trade.
// Opportunity to train new team members for other stores.

FEB 2014 NEW LOOK
DEPARTMENT SPECIALISTS

-
FEB 2015 // Strong knowledge of the fast-paced fashion retail environment.
// Meeting and exceeding high standard of customer service
// Focused mindset during busier periods of trade.
// Responsibility of a department within the store including merchandising the department.

REFERENCES

SOPHIE JOHNSON
BIRMINGHAM CITY UNIVERSITY
Course Lecturer
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