

AMY ARTHUR

FASHION BUSINESS & PROMOTION GRADUATE



PROFILE

A graduate in BA (Hons) Fashion Business and Promotion, aspiring to a Marketing career within a creative industry. Outcome-oriented, ambitious and sociable, and capable of using my own initiative. I am very competent with popular social media platforms, with relevant business experience. I am enthusiastic and eager to extend my marketing skills. I believe I am a strong profile with multiple areas of experience, including marketing, e-commerce and Adobe Creative Cloud.

CONTACT

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EDUCATION

BA (Hons) Fashion Business & Promotion 2017 - 2020
Birmingham City University, Birmingham

Independent Final Project

A final major project creating an experiential marketing campaign for a new Ikea high-street store - carrying out independent research using various research methods: field, desk and primary research. The creation of a proposed exhibition in a London Museum, including creative mock-ups and promotional materials, such as a video advertisement developing business acumen, design and software skills, such as After Effects.

Dissertation

The dissertation required in-depth research into the evolution of marketing and advertising trends, using both primary and secondary sources. This research led to identifying Coca-Cola's success factors and proposing marketing opportunities for the fashion sector - developing marketing knowledge and critical analysis skills.

Marketing & PR

A creatively formatted written report constructing a Marketing and PR strategy for a selected cause / charity. My chosen charity was The Marine Conservation Society with a campaign focus on ocean plastic pollution - implementing theories such as a SWOT, AIDA Theory, and producing creative mock-ups of the campaign.

Fashion Business Context

A creatively formatted written report on the use of Social Media in the Fashion Business Industry - applying business theories, such as a SWOT Analysis, PESTLE, Porters Five Forces, developing critical analysis skills.

Events Management

Working as part of a team to support and fundraise for a youth homeless charity in Birmingham, St. Basils. Raised over £900 and organised a live event with all proceedings from the event donated to St. Basils charity. My allocated role within the team was Marketing manager, successfully promoting the event around Birmingham - developing communication and organisational skills whilst working to a strict deadline.

Trends Forecasting

Conducted independent field research, identifying patterns for a future fashion trend. This module required two creatively formatted documents: a digital interactive research document, and a printed lookbook - developing transferrable research skills.

Bishop Stopford School, Kettering

2013 - 2017

A-LEVELS

Design & Technology
Psychology
English Language

GCSE'S

10 GCSE's (Grades B-C)
English
Maths

SKILLS

	Adobe InDesign	<div style="width: 80%;"></div>
	Adobe Illustrator	<div style="width: 70%;"></div>
	Adobe Photoshop	<div style="width: 85%;"></div>
	Adobe After Effects	<div style="width: 60%;"></div>
	Adobe Premiere Pro	<div style="width: 50%;"></div>
	Sketch up	<div style="width: 40%;"></div>
	Microsoft Office 365	<div style="width: 80%;"></div>
	Report Writing	<div style="width: 75%;"></div>
	Critical Analysis	<div style="width: 65%;"></div>
	Copywriting	<div style="width: 55%;"></div>

SOCIAL

	Instagram	<div style="width: 80%;"></div>
	Twitter	<div style="width: 70%;"></div>
	Facebook	<div style="width: 60%;"></div>
	LinkedIn	<div style="width: 50%;"></div>
	Pinterest	<div style="width: 40%;"></div>

PORTFOLIO



PERSONAL SKILLS

Excellent communication skills
Capable of working to deadlines
Hard working
Organised
Exceptional time management

PERSONAL ACHIEVEMENTS

Nominated for the 'Fashion Marketing Award' for Graduate Fashion Week 2020

Achieved Certificate for 'The Fundamentals of Digital Marketing' Google Course

Completed the charity Moon Walk in support of Breast Cancer - 26 miles around London during the night.

Achieved Grade 5 Piano & Grade 3 Violin

Played national level in Netball for my local club

Product Design Attainment Award

REFERENCES

Jon Burcham
Marketing Manager
Linaro
jonburcham@outlook.com

Alison Rapsey
Course Director
Birmingham City University
Alison.Rapsey@bcu.ac.uk
0121 331 7875

EMPLOYMENT

APPEN

Social Media Evaluator 2019
Working for the agency, Appen, providing consumer feedback and insight to predominantly fashion and beauty brands, such as ASOS, JD Sports & Beauty Bay. This required succinct and clear written communication skills, developing marketing and advertising knowledge.

COLLINGWOOD LIGHTING

Marketing Communications Executive 2019
Responsible for promotional event days - sending out invites on request, managing multiple deadlines. Organising a new marketing aspect to the business - independently developing and designing this new component, learning to deliver a project from beginning to end. Developing copywriting skills through the launch of a new website and promotional material.

Creative / Graphic Design

Contributing to content creation using Adobe CC, such as Illustrator and InDesign. Managing the accuracy of label detailing to ensure no false information. Preparing social media posts with consideration to originality and appropriate branding.

WORK EXPERIENCE

AVON COSMETICS

Digital Marketing 2016
Promoting products through different social media platforms and updating product descriptions on the website - gained confidence in the freedom of the business environment. Received good feedback for taking initiative with the responsibility that was offered.

Creative / Graphic Design 2018
Producing creative pages for the Avon Brochure using Adobe InDesign, creating mood boards for branding and packaging of new products, interviewing Avon Representatives for the First Look Brochure, writing a briefs for commercial e-mails, sitting in on quarterly review meetings.

Buying Experience 2018
Learning the use of a COSTA whilst tracking new product samples, creating Comp Shops for the Fashion, Home & Jewellery categories, sitting in on an annual review of the business. Working with the Global Buying team - offering opinion in the selection of 2019 products, organising and tracking products from each quarter.

MCCANN ERICKSON

PR & Social Intern 2019
Working in a fast-pace, versatile environment - engaging with both B2B & B2C relationships, between McCann and its clients. This required verbal and written communication skills in order to complete the briefs. Tasks included blog writing, production of social media content and press releases, and phone calls to consumers.

ONEFOURSIX

Digital Marketing 2020
Volunteering during Covid-19, contributing to blog content - creating graphics using Adobe CC. Learning and utilising SEO skills to promote the ranking of the new onefoursix website on Google. Understanding the appropriate promotional strategies to implement to ensure maximum success of social posts and blogs.

Assisting in reviewing and copywriting the new onefoursix website and several of their client's new websites as many relaunched their online platforms during Covid-19. Designing client's a new website and writing the content for each one.

Contributing to creative graphics and illustrations using the Adobe Creative Suite, producing original content to support blog content. Producing social posts for the local magazine, Northampton Life, using Illustrator.