



Graduating from a degree in Fashion Business and Promotion, I'm seeking full time employment to fulfil my aspirations of working within content marketing. The Degree has allowed me to gain both theoretical and practical skills, giving a wide overview of the fashion industry. Obtaining a variety of work experiences allowed me to understand consumer awareness, strategical marketing plans and branding awareness, I've also gained efficient communication, multi-tasking and team work skills.

EDUCATION

CONTACT



WEST MIDLANDS
With commitment to
move location



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BCU PORTFOLIO

BA (HONS) FASHION BUSINESS AND PROMOTION DEGREE /BIRMINGHAM CITY UNIVERSITY (2017-2020)

DISSERTATION AND MAJOR PROJECT

CREATED A ONLINE PLATFORM WHERE CONSUMERS CAN SHOP THROUGH AN IMMERSIVE EXPERIENTIAL PLATFORM THAT FOCUSES ON BRINGING DIGITAL AND PHYSICAL RETAIL TOGETHER.

- Using primary research and industry platforms such as WGSN, Mintel and LSN to identify current impacts on evolution of the catwalk.
- Created a business plan, 12-month marketing plan, an online website featuring video content and a packaging guide.
- Collaborated with videographers, graphic designs and audio producers.

MARKETING AND PR

CREATED A 12-MONTH MARKETING PLAN FOR 'GIVE BLOOD' BY IDENTIFYING KEY DRIVERS AROUND THE ORGANISATION AND ANALYSING THE CURRENT BRAND IDENTITY.

- The plan included consumer audience, control/ retention tactics, branding and costings.
- Used marketing models such as SWOT, the marketing mix, brand positioning map, PESTLE and Porter's 5 forces to guide the marketing plan.
- Adobe Indesign and Photoshop were used to create visual mockups of the campaign.

EVENTS MANAGEMENT

WORKED AS THE COMMUNICATIONS MANAGER FOR OUR EVENTS MANAGEMENT MODULE ,WHERE A MOTHER'S DAY INSPIRED EVENT WAS ORGANISED.

- Fundraising and budgeted for the event, this required negotiation and liaising with the venue and other external companies.
- Communicate effectively in written and oral communications, achieving innovative consistent branding.
- Responsibilities was to include brand recognition and customer satisfaction.

- UAL ART & DESIGN FOUNDATION DIPLOMA -STOURBRIDGE COLLEGE 2017 (Distinction)**
- A LEVELS - STOURBRIDGE COLLEGE / 2014- 2016 (Textiles (B) / Graphics (C))**
- 10 GSCE'S (A-C)INCLUDING ENGLISH AND MATHS**

WORK EXPERIENCE

TUTTI ROUGE LEICESTER 2019- MARKETING ASSISTANT

- Developing mood boards representing current trends and up-coming micro-influencers.
- Worked on their A/W brochure showcasing their new and best selling products.
- Creating promotional material such as website promotional banners and Instagram stories.
- Generate a 3-month marketing plan within Excel.
- Location and influencer scouting and outreach.

GRADUATE FASHION WEEK LONDON 2019 - SPONSORSHIP TEAM

- Liaising and problem solving for sponsors such as Givenchy, George ASDA and LVMH.
- Offered an articulated and personable service, while developing networking skills.
- Backstage experience including dressing mannequins and organising seating arrangements for shows.

DON'T PANIC EVENTS MANCHESTER 2019- MARKETING ASSISTANT

- Creating promotional packs for the company and clients.
- Blog and copy-writing for their past events.
- Collecting data research and inputting the information into Excel, using this to personally outreach to new clients.
- Increasing their social media following by engaging with potential followers and creating content.
- Gained event day management skills through a live event while creating marketing content.

EMPLOYMENT

WHILST IN EDUCATION

KURT GEIGER SEPT 2019- APRIL 2020 - RETAIL ASSISTANT

Acting as a brand ambassador included delivering high standards of customer service within a premium brand, working towards sales targets, handling stock effectively and maintaining the stores visual merchandising; this allowed me to work on my multitasking and team skills.

THE FOX INN (2015-2019) - SHIFT MANAGER

Dealing with customer queries and complaints, continuously looking for opportunities to improve areas of the business including creative branding, organising and coordinating events. Time spent in this role advanced my organisation and problem solving skills, whilst allowing me to work on my communication skills within a leadership and team role.

Proficient with Adobe Creative Suite and Windows Microsoft.

Shortlisted from 130 students to present at George ASDA Head Office as part of the Buying and Merchandising module, where a placement was gained within the company (2018).

Credited 'The Fundamentals Of Digital Marketing' Google course (August 2019).

Volunteering OCRA Indonesia (July 2019) - Teaching English in local schools, working at a turtle rehab sanctuary and helping with restorative beach clean ups.

Volunteering Travelteer Sri Lanka (June 2018)- Sourcing materials, running their social media, creating photoshoots, ran a small pop up shop to give back to the local woman.

Duke of Edinburgh Award

UK driving license and own transport.

ADDITIONAL

REFERENCES: ALISON RAPSEY

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STEFAN CARON

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