

Renee Valentine Bryant-Mulcare

About me!



A fashion branding and communication graduate with a strong interest and effective skills in styling and creative direction. I am a creative and ambitious individual who is eager to learn new skills and undertake new challenges. I believe fashion should be used as a way for people to express themselves and I want to explore and showcase my creative abilities to enable people to do so!

Education:

-BA(Hons) Fashion branding and communication(2017-2020)

Final Independent project: The Rise Tribe

- Created a concept for my own brand that encourages the self-development of the consumer, as well as improving their well-being, including mental health
- Collaborated with a photographer and graphic designer to produce an editorial and brand logo
- Conducted research into consumer interests, values and shopping/personal habits through an online survey
 - Conducted research into the current well-being market and competitors
 - Created social media platforms and website
 - Identified promotional methods
 - Constructed promotional campaign mock-up
- Presented an action plan as to how 'The Rise Tribe' would operate. As well as identifying plans for the brands future
 - Unique and authentic approach to what the brand provides
 - Community building and events ideas
 - Evidential customer value
 - Use of adobe InDesign and photoshop

Industry brief competition: Style Birmingham magazine

- Given the role of creative director
 - Created and constructed the editorial
- Collaboration with other Fashion branding & communication students and creative industry professionals
- Thorough research into colour psychology, in which supported the choice making for the specially selected garments and photography effects

Brand generation: Movement

- Clearly communicated target market and brand concept
- Collaboration with Ghetto Golf Birmingham and a free-lance photographer
 - Research into related industry reports through Mintel
 - Created brands social media platforms and website

- South and city college (2015-2017)

- Functional skills qualification in Mathematics Level2
 - Full course mathematics grade 1
 - Diploma in Fashion and Clothing

-Turves Green Girl's School (2010-2015)

- 11 GCSE's grades A-D

Key skills:

- Creative
- Styling
- Punctual
- Reliable
- Collaborative
- Goal driven
- Organised
- Assertive

Experience:

Birmingham's Children's hospital 2015:

- Being present in appointments
- Visiting various wards including neonatal and urodynamics
 - Discussing my own personal health journey
- Teacher assisting in the Hospital's educational facilities

Leadership course in secondary school

Industry collaboration 2016: IKEA

Article writing for UNI news

Employment:

Zebedee Management modelling agency: September 2019-current (part time)

I am represented by Zebedee Management, of whom I do modelling jobs and casting through. I have currently worked for Pom Pom magazine, BBC and a multi-published International Women's day campaign. I have also had the chance to meet and work with several other creative directors, photographers and production teams.

References

Claire Ritchie

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Zebedee Management

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