

IMOGEN CLEAVER

PROFILE

I am a hardworking, dedicated and creative Fashion Branding and Communication graduate with an interest in the use of words and images to enhance the brand experience. I have an ethical, empathetic and sensitive approach to all projects that I undertake. I am looking to build upon my academic and professional work experience to now gain a full-time role within the fashion or wider creative industries.

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EDUCATION

2020 -	BA HONS IN FASHION BRANDING AND COMMUNICATION <i>Birmingham City University</i>
2017	<ul style="list-style-type: none">• Visual and written communication skills across a broad range of creative media including styling, art direction, graphics, digital design, branding and content writing.• Participation in live industry-based projects and competitions, such as collaborations with BDA and Style Birmingham Magazine.
2017 -	FOUNDATION DIPLOMA IN CONTEMPORARY ARTS <i>Burton & South Derbyshire College</i>
2016	<ul style="list-style-type: none">• Knowledge of digital software such as Adobe Photoshop, InDesign and Illustrator through producing high-quality projects both as a creative team and as an individual.• Project collaborations with fellow creative students, including those specialising in Graphic Design, Photography and Fine Art.
2016 -	BTEC DIPLOMA IN FASHION AND TEXTILES <i>Burton & South Derbyshire College</i>
2014	<ul style="list-style-type: none">• An understanding of the fashion & textiles industry, and development of practical and creative skills such as sewing, garment making, styling, design, print, illustration and CAD.

FURTHER EDUCATION

DIPLOMA IN DIGITAL MARKETING
New Skills Academy, Online, 2018

DIPLOMA IN WEDDING PLANNING
New Skills Academy, Online, 2019

DIPLOMA IN FLORISTRY
New Skills Academy, Online, 2019

REFERENCES

CLAIRE RITCHIE / TUTOR
claire.ritchie@bcu.ac.uk

EMMA CLARKE / TWC
twcinvoices@btinternet.com

WORK EXPERIENCE

2019

STUDENT WORK PLACEMENT *The Wedding Club / The Mailbox, Birmingham*

- Responsibility of general admin duties, answering the telephone and noting down customer messages and enquires to pass onto staff members.
- Responsibility of keeping the store tidy, including making sure the display wedding dresses and other stock are organised.
- Responsibility of running small errands, such as shop runs and often delivering packages to the local post office.
- Opportunity to shadow the bridal stylists during appointments, observing the fittings and dress adjustments.
- Opportunity to rearrange store if required, such as changing the dresses on the display mannequins and those in the store-front window.

SKILLS

INDESIGN
PHOTOSHOP
CONTENT WRITING
GRAPHIC DESIGN
ART DIRECTION

SELF-MANAGEMENT
ORAGANISATION
TIME-MANAGEMENT
COMMUNICATION
CRITICAL THINKING

RESEARCH/ANALYSIS
CREATIVITY
DECISION MAKING
LISTENING
OBSERVATION

TRAITS & PERSONALITY

EFFICIENT
ORDERLY
NEAT/TIDY

KIND-HEARTED
THOUGHTFUL
WILLING

HONEST
TRUSTWORTHY
FLEXIBLE