

Maddie Crichton-Fuller

A soon to be BA(Hons) Fashion Business and Promotion Graduate from Birmingham City University. I am seeking to pursue a career in Marketing, with a digital focus.

I have a genuine passion for the social media world, and I am driven to succeed in the industry as it is one of the movements that has adhered to our everyday lives.

Having worked in previous client-focused roles, I am confident in approaching and creating a connection with a client to up-sell, connect and achieve targets. Having a punctual, reliable team player is key to any workplace, and these are skills I have acquired through experience.

However, I can also use initiative when left to be in control of a situation like wise I can understand when to approach a senior member of staff for support.



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Solihull, West Midlands, UK

Education

BA (Hons) Fashion Business and Promotion Birmingham City University (2018-2021)

· Marketing and Public Relations

During this module I created a collaborative campaign between Serge De Nimes and the charity CALM. Through the use of QR codes to engage the target audience to promote a limited edition range where profits benefitted the CALM charity. Key work included: Logo Creation, Branding, Creative Material Creation (Adobe Photoshop and Adobe Premier Pro).

· Events Management

A collaborative module I took on the role of Finance, managing expenses and income, creating a live Microsoft Office Excel spreadsheet to input data on a regular basis. Due to my creative nature I also took on jobs such as: Logo Design and Branding (Adobe Photoshop and Adobe Illustrator).

· General Social Media

For each module there was an element of expressing how the collaboration or brief would appear on social media such as Instagram layouts including Logo, Highlights, Posts. The importance of social media for business to help create an omnichannel or retain customers through social media engagement.

· Buying and Merchandising

Working to the brief of George at Asda to create a childrens' wear range suitable for the target audience. This brief included researching Asda, visiting stores to see current ranges, estimating costings for garments and the potential profit. Organising lead times and critical paths to demonstrate knowledge of industry.

Level 3 Fashion Business and Retail BMET Matthew Boulton College (2017-2018)

- Business Operations
- Styling/Directing Photo-shoots
- Trend Forecasting

AS Level Accounting, English Language and Media Stratford-upon-Avon College (2016-2017)

GCSE: Maths A*, English A, Textiles A,
+ six more C or above
Alderbrook Secondary School (2011-2016)

Employment

Woodman's Rest, Shirley (2018-Present)

Front of House

A consistent display of excellent customer service skills, up selling and exceeding the customers' expectations. Performing to the company's PRIDE values during every shift. Keeping the venue to a high expectation at all times and achieving 'Employee of The Month' on several occasions for an outstanding work ethic. Currently training to take on more responsibilities in a team leader role.

Next Retail, Solihull (2017)

Sales Assistant

Taking on a sales role to gain quality experience in the retail industry. Roles included an understanding of trends and current high selling products to display and put forward to customers. Preparing the store for opening and keeping to a high standard of appearance during open hours. Face-to-face customer support and engagement.

Patisserie Valerie, Birmingham (2016-2018)

Office Administrator

In between studies during term time breaks I was head of reception, allocating incoming e-mails and calls. Inputting accounts onto the new system on SAGE. Having daily contact with customers, suppliers and colleagues in a professional manner. As well as dealing with stressful situations such as Auditors and Inspectors to the company's code of conduct.

Volunteering

Enactus UK 2020/21

Vice President – Marketing

- Managing social media accounts
- Content creation/planner
- Team leader
- Event organising
- Positive engagement rating

Bright Chapters 2021

Social Media Content Creator

- Content creation
- Post planning and scheduling
- Social media content events

Certifications

Google Digital Garage (2020)

Fundamentals in Digital Marketing

LinkedIn Learning (2020-2021)

- Adobe Photoshop
- Adobe InDesign
- Adobe PremierPro

Graduate Plus Award

Bronze Achievement (2020)

Silver Achievement (Ongoing)

Skills

Adobe Photoshop



Adobe InDesign



Adobe Premier Pro



Numeracy



@maddilline



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References

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