

# Cressida Drummond-Hill

C.Drummond-Hill1@uni.brighton.ac.uk - 07969146321

Currently studying BA (Hons) Fashion Communication at the University of Brighton, it is my ambition to forge a career in the creative industry. My particular skill set and interests are in editorial writing, documentation, collaboration, as well as making short amateur films. Through various internships I have gained experience in many areas of the fashion industry such as marketing, PR assisting, social media strategy and blog/website management. I have been employed throughout my student years and have developed transferable skills in customer service, problem-solving and organisation. I am a hard-working and reliable young professional eager to gain professional experience in the world of fashion.

## Key Skills

- Using my initiative when under pressure in difficult situations in order to solve a problem.
- Creativity and organisational skills particularly skilled at event management.
- Good at working with the task at hand and accepting responsibility for them.
- Confident in working with new people in an unfamiliar environment.
- Proficient in the use of Microsoft software on both Windows and Mac computers.
- Ability to perform well on my own or as part of a team.

## Fashion Communication Skills

- Expert in the use of social media accounts, for example, Instagram, Twitter, Pinterest and Facebook.
- Experience using sites such as WordPress and publishing blog posts.
- Good at identifying potential customers and a great understanding of marketing strategies.

## Work Experience & Employment

### September 2019 – May 2020: Part-Time Marketing Assistant at The Emperor's Old Clothes – Brighton

- Increased responsibility in regards to my role in the business.
- Full Search Engine Optimization (SEO) training
- Lifestyle photographer for social media content.
- Styling and assisting on studio shoots as well as documenting BTS.
- Managing models and issuing model release forms on shoots.
- Assisting the editing and preparing the new website for launching.
- Researching, writing and publishing blog posts

- Ability to work from home and maintain a disciplined working environment when completing overtime.

#### **April 2019 – July 2019: PR Internship at The Lobby – London**

- Ensuring the showroom looks presentable and neat at all times.
- Booking samples in and out efficiently, making sure all dockets are complete with all the correct information.
- Dealing with key clients.
- Couriering valuable goods across London
- Packing and unpacking collections during crossover in an organised way.
- Communicating with stylists and assistants via email with a professional and polite manner.
- Taking phone calls and deliveries at the front desk as well as greeting appointments.
- Upon instruction, independently styling and pulling items for requests and working with stylists on final looks.
- Understand and be able to differentiate between different clients and different seasons.
- General running errands to the post office and delivering looks to clients in person.
- Booking delivery pick-ups, filling out invoices and item descriptions for customs.
- Assisting with issuing LFWM guest lists and invites as well as attending the shows.
- The sole responsibility of running the office on occasion; taking phone calls, deliveries, general upkeep of the office and locking up.

#### **January 28th 2019 – February 15th 2019: Social Media & Marketing Internship at Atkinson's – Sheffield**

- Responsibility for the improvement of the social media accounts and collating visual content for Instagram, Twitter and Facebook.
- Development of a social media and marketing strategy for the company.
- Introduction to coding for weekly newsletters and website pages.
- Research on local collaborators for promotional events.
- Product listings for the online website.

#### **September 2018 – December 2018: Marketing Internship at The Emperor's Old Clothes – Brighton**

- Product photography
- Assisting on photoshoots
- Contributed to website editing and updating as well as product listings
- Helping manage the social media accounts such as Facebook, Instagram and Pinterest in order to maintain regular posts, uploads and boost engagement and followers across platforms.
- Analysing and recording statistics and analytics into a spreadsheet document.
- Marketing Research for potential stockists, influencers and engagements on a regular basis in search of any opportunities or collaborations with other brands/creatives. This resulted in successful collaborations with other influencers/businesses.

### **April 2012- September 2019: Waitress at the Bulls Head - Castleton**

- Highly developed customer service skills including dealing with complaints and ensuring positive customer experience.
- Good at using initiative when faced with difficult situations.
- A reliable employee who shows on time every time and willing to fill in for any absent members of staff.
- Team player who understands the importance of working as a team in the workplace.

## **Education**

### **2016 – 2020; University of Brighton**

- BA (HONS) Fashion Communication with Business Studies
- The magazine collaboration project for our Editorial Brief provided the opportunity to work in a PR role in which a launch event, media campaign and a written piece were produced.
- The Specialist Pathways module involved meeting with guest lecturers such as Hazel Clark and Laura Holmes who gave advice on developing ideas through workshops.
- The placement year provided an insight into the industry, the opportunity to gain some invaluable skills as well as gaining permanent employment at The Emperor's Old Clothes at its conclusion

### **2014 – 2016; Lady Manners School**

- A-Levels; Fine Art (C), History (C), English Literature (B) and EPQ (B)
- Extended Project Qualification 2016; The EPQ project provided an opportunity to conduct independent research within a chosen topic. The primary research included meeting with authoritative figures within society such as the public protection team at Greater Manchester Police and attending the Modern Slavery Summit. This project challenged self-motivational and disciplinary skills that I have applied to my university work.

### **2009 – 2014; Hope Valley College**

- 7 GCSE's; A-C including D\* in Business Studies

## **Referees**

Cecily Blondel – Founder of The Emperor's Old Clothes: [info@theemperorsoldclothes.co.uk](mailto:info@theemperorsoldclothes.co.uk)

Jules Findley – Tutor at University of Brighton: [j.findley@brighton.ac.uk](mailto:j.findley@brighton.ac.uk)

## **Portfolio**

Online Portfolio - <https://cressidadrummondhi.wixsite.com/mysite>

