

Caitlin Smith

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Profile

An energetic creative individual, able to handle an intense workload, whilst remaining passionate about the project and its objectives. Experienced in management and can think un-conventionally to solve difficult problems. Currently seeking a role in fashion marketing to include campaigns, client facing roles, event coordination and account management.

Education

Fashion BA (Hons) Degree | The Arts University Bournemouth | 2:1 Hons | 2016 – 2019

Art & Design Foundation Degree
Sussex Downs College, Eastbourne | 2015– 2016
Skills: Photoshop, InDesign, Textiles, Drawing

A Levels in English Language, Textiles & Graphic Design
Eastbourne Community College, Eastbourne | 2013–
2015

Work experience

Student Ambassador & Marketing Assistant | Arts University Bournemouth | 2016- present

- Assisting the marketing department with the delivery of workshops, supporting events and leading tours.
- Assisting widening participation department with community outreach projects, working with children and young adults; including placement as a teaching assistant at a primary school.

Visual Assistant | River Island | 2016 - present

- Supervising a team of 6 to ensure that all clothing is displayed according to store floor plans.
- Creating innovative window displays, store posters and layout plans.
- Designed an Autumn window display that helped to increase store footfall by 10%.

Fashion Assistant at graduate fashion week | London | 2019

- Dressed models and organised clothing to ensure fluency and efficiency of the catwalk.
- Managed, briefed and coordinated a team of crew to assist event operations and the fashion week managers.

Studio Intern Brighton Fashion | Brighton | 2017-2018

- Project managed a variety of fashion show events which involved delegating to a small team, coordinating event logistics and meeting deadline constraints.
- Supported the development of a new swimwear collection by creating initial designs, sourcing textiles samples and liaising with the client.
- Used organisational skills to manage business accounts and file client requests.

Marketing Assistant | Bournemouth Eye | 2014 - 2016

- Created monthly fashion articles for the local 'Eastbourne Eye Magazine' which is delivered to over 10,000 people each month.
- Sourced and edited images for the magazine using photoshop, illustrator and inDesign packages.
- Worked remotely with the rest of the Bournemouth Eye team, participated in Skype sessions and email discussions.

Certified Training

Chartered institute of Marketing | 2015 | Marketing Level 5
St John's Ambulance | 2017 | Emergency First Aid

Interests

- Completed Clarinet exams up to Grade 5
- Member of the Bournemouth Symphony orchestra