

ELIZABETH WILLIS



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LinkedIn Profile



Online Portfolio

PROFILE

I am Fashion Marketing student expected to graduate in the summer of 2018. I am friendly, polite and considerate of others; qualities that allow me to work effectively in teams as well as independently. I am conscientious and diligent. I will fully apply myself to any task and never leave a job unfinished, and my versatility enables me to adapt quickly to new roles of all kinds. My curiosity and ambition mean that I am always willing to step up to a challenge and am driven to learn new skills to expand my abilities as a PR professional.

SKILLS

- **Excellent presentation skills:** received a First for my presentation on a strategic issue in fashion at university in my third year
- **Strong visual presentation skills:** receive high marks for digital presentation skills at university
- **Strong written communication skills:** achieved a First in Creative Writing module at university

EDUCATION

Winchester School of Art
University of Southampton
2015 - present

Ba (HONS) Fashion Marketing
Second Year Result: First

The College of Richard Collyer
Horsham
2013 - 2015

A Level Politics: A*
A Level History: A
A Level Art: A
AS Level Music Technology: B

Reigate Grammar School
Reigate
2008 - 2013

GCSEs: 8 A*, 2 A
Including English, Maths and Science

PROFESSIONAL EXPERIENCE

COACH | PR Intern

Cavendish Square, London

August 2017

My role at Coach involved managing the sample cupboard and assisting the Press Officer and Press Coordinator in their duties. Towards the end of my internship, I was also responsible for training the new PR intern so that she was able to take over my role once I had left.

- Checking print and online sources for coverage
- Logging and compiling coverage into weekly and monthly reports used throughout the company
- Maintaining and organising the sample cupboard using Fashion GPS
- Sending and returning samples to and from press
- Packaging and delivering VIP gifting
- Packing and organising over 100 boxes in preparation for the Press Office move

FASHION MARKETING EXHIBITION | Project Leader

Winchester School of Art, Winchester

January - February 2017

I volunteered to be Project Leader for the annual exhibition of second year Fashion Marketing and Management work at WSA and oversaw the organisation of the VIP launch night.

- Managed 6 teams to prepare guest list, invitations, marketing and hospitality for the launch party
- Publicised the event via social media including Facebook, Instagram and Snapchat

The event was a huge success. We were particularly pleased that representatives from the URBN group attended the event as the exhibition featured product ranges and marketing campaigns created for their brands.

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SKILLS (CONT.)

- **Excellent time management:** worked part-time at Hollister Co. as a Brand Representative alongside my university commitments
- **Strong team member:** worked successfully in several teams creating presentations for university assignments
- **Confident working under pressure:** completed tasks to a high standard during LFW
- **Creative Thinker:** required to develop creative marketing strategies for brands as part of university assignments
- **Great attention to detail:** created detailed logs of press coverage during my internships with Coach and Chase PR
- **Hardworking, conscientious and focused:** achieve high grades in academic studies
- **Excellent organization skills:** created a system for organising over 100 boxes for the Coach press office move
- **Fashion GPS for sample management:** used during my time at Coach
- **Experienced using Adobe InDesign CC 2017:** used throughout my university modules
- **Proficient in Microsoft Office:** used every day for university work
- **Working knowledge of WordPress:** used for fashion, beauty and lifestyle blog

REFERENCES

On Request

PROFESSIONAL EXPERIENCE (CONT.)

POP PR | London Fashion Week PR Intern

Freemason's Hall, London

February 2017

Interning at London Fashion Week gave me an insight into the challenges faced while working in one of the busiest environments in the fashion industry. Of an original team of 40 interns, I was one of only 10 to stay until the last show; I was keen to demonstrate both my conscientious attitude and my commitment to work. My responsibilities included:

- Checking guest's invites and seating guests for the shows
- Engaging with the VIP guests and ensuring that they were appropriately seated on the front row

CHASE PR | PR Intern

Southwark, London

July – August 2016

My role at Chase PR involved assisting the Account Executives with their duties and the general running of a busy PR consultancy office

- Maintaining the office environment and managing the showroom
- Sourcing the weekly and monthly magazines and scanning appropriate coverage
- Producing the monthly coverage reports
- Creating email alerts to send to journalists and press contacts
- Managing the sending and receiving of samples for press, as well as sending gifting for VIPs

Zeynep Kartal | Model Dresser/Assistant

Charity Catwalk Show, Turkish Embassy, London

28th April 2016

I was part of a team of 10 model dressers assisting stylist Kelvin Barron backstage at Zeynep Kartal's charity fashion show. My team's roles included organising the clothes and assisting the models with their looks.

INTERESTS

I am an avid collector of cacti and succulents; I currently have over 50 plants. I love the huge variety of shapes and sizes they grow in. My favourites are my aloes, particularly the Tiger Aloe (*Gonialoe variegata*) because of the beautiful pattern on its leaves.

I love to travel. I have recently visited Venice, Palma and Belize with plans to visit Barcelona, Bali and Singapore this year. I am a qualified Open Water Diver; I am always looking for diving opportunities on my holidays. I am hoping to do my first wreck dive on the USS *Liberty* off the north-east coast of Bali this summer.

In my spare time, I like to draw. My favourite medium is coloured pencils.