

KATE CRONIN

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PROFILE

I'm a current final year Fashion Marketing and Branding student at Nottingham Trent University.

I'm passionate about marketing, social media and PR. I've gained transferable skills in these areas through my fashion blog, Luxe By Kate. Being a social media content creator has allowed me to develop my creative and communication skills.

I'm an ambitious, determined and organised worker, with many adaptable skills.

EDUCATION

2020 - 2023 BA Fashion Marketing and Branding, Nottingham Trent University

Modules: Marketing Strategy and Insight, Brand Environments and Digital Marketing and Communication.

2013-2020 West Kirby Grammar School

A-Levels: Economics (B), English Language (B), Fashion and Textiles (B)
GCSEs: 10 GCSEs at grades A*-B and 8-4 (including English and Mathematics).

INTERESTS AND ACHIEVEMENTS

The Fundamentals of Digital Marketing, Google Digital Garage

- Strengthened my marketing knowledge by completing an online Google course. Developed my e-commerce knowledge and instilled awareness surrounding search campaigns and SEO.

Bright Network. Business, Operations and Marketing Internship Experience

- Expanded my entrepreneurial skills through business webinars led by market leaders, such as PWC and Google.
- Created a business plan for Enterprise Car Club by analysing data, that I summarised in a concise presentation. Evaluating data developed my competitor analysis abilities and confidence to conduct an integral marketing framework.

An active member of Nottingham Trent Fashion Revolution Society

- Collaborate with my peers at society events to debate topical fashion issues.
- Writer for the Fashion Revolution Society online blog. Frequently write blog posts discussing issues and news regarding sustainable fashion.

WORK EXPERIENCE

2022 Social Media Content Creator

- Curate engaging fashion and lifestyle content to my audience of over 5,800 followers, including Instagram reels and aesthetically pleasing posts, that receive over 6000 views and 700 likes, respectively.
- Collaborate with established brands, such as Pull&Bear and BabyLiss, to create sponsored content that aligns with their brand identity, leading to my recruitment as a Superdry and Look Fantastic student ambassador.
- Analyse and track insights and demographics to forecast maximum engagement and ensure growth.

2022 Social Media Marketing Assistant, Be For Innovation

- Strategically manage social media channels for skincare brand, Clear Skin Days. Developed my confidence in digital marketing and have successfully increased sales revenue through social media traction. Increased brand exposure with Instagram reels reaching 65k views and YouTube Shorts with 50k views.
- Construct paid advertisements and manage PR and influencer campaigns for new product launches.

2022 Digital Content Creator, Nottingham Trent University

- Create engaging social media content and lead student takeovers on Nottingham Trent's Instagram and TikTok, helping my peers with student advice.
- Utilise my creative drive which is rewarded by my content gaining over 90k views.

2022 Work Experience, The Very Group

- Worked collaboratively with the creative directors and stylists. Assisted photoshoots for Very's own collection and designer brands.
- Gained vital experience in visual merchandising and commercial fashion styling for e-commerce.

2021 Sales Assistant, Flying Tiger

- Gained necessary retail knowledge from working at Flying Tiger. Managed the tills and successfully worked in a fast paced environment, whilst providing an exceptional level of customer service.
- Strategically organised shop displays, organised stock inventory and effectively worked in a team.

2021 Volunteer at London Fashion Week

- Front of house volunteer at LFW, working closely with the PR team. Organised and set up the event before the show and eagerly welcomed guests into the venue.
- Developed my event organisation skills and gained confidence in my PR abilities through working alongside the press team.

2019 Work Experience, N Brown, Manchester

- Developed organisational skills through maintaining a systemised inventory of clothing and accessories.
- Interacted with the SimplyBe styling team to curate on-trend outfits that were photographed and published online that led to increased sales.
- Evaluated KPIs to make informed decisions regarding the management of future stock and product buying.

References available upon request.