

PHOEBE KENNEDY

3RD YEAR FASHION MARKETING AND BRANDING STUDENT

CONTACT

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SKILLS

- **Customer Service:** Expertise in luxury retail and beauty advisory, delivering personalised customer experiences.
- **Digital Marketing:** Proficient in social media management, content creation, and community engagement.
- **Creativity and Communication:** Strong in creative writing, content strategy, and effective communication.
- **Adaptability and Responsibility:** Adaptable to varying environments and responsible in managing tasks.
- **Organisation and Time Management:** Skilled in managing multiple tasks, prioritising effectively, and meeting deadlines.

EDUCATION

Fashion Marketing and Branding Nottingham Trent University

2021-2024

- Expanding my knowledge in marketing and branding, integrating industry experience to enhance academic learning.
- Engaged in projects with live clients including Adidas and Aromatherapy Apothecary, reaching the final stage in a group project.

Level 3 Digital Marketing

Apprenticeship

Baltic Apprenticeships

2020-2021

- Developed skills in creating, implementing, and analysing successful digital marketing campaigns.
- Gained knowledge in coding, website building, SEO, and the fundamentals of online and offline marketing.

GSCE & A Levels

Ashville College Harrogate

2016-2020

- Achieved 7 GCSEs including a 9 in Drama
- Psychology, Business, and BTEC Science.

PROFILE

A professional and confident 21 year old, with experience in marketing and retail used to working to high standards and dealing with a range of clientele. Reliable and trustworthy with an ambitious friendly attitude, I enjoy working with people and building a rapport as well as putting my creativity to good use. I work well in a group dynamic and enjoy being part of a team. Currently completing a BA Hons Degree in Fashion Marketing at Nottingham Trent University.

WORK EXPERIENCE

Beauty Advisor

Space NK

2022-PRESENT

- Serving at two locations, Nottingham and Harrogate, with distinct customer bases.
- Developed strong adaptability skills to meet the diverse needs and preferences of different clienteles.
- Gained extensive experience in the luxury retail market, enhancing my customer service and product knowledge.

Social Media Executive

Ponderosa Agency - Part of Audience

Collective

2020-2021

- Gained invaluable experience in the marketing sector, managing multiple social media accounts and engaging in daily community management.
- Developed and executed monthly content strategies for a diverse client base, enhancing my creative skills through extensive copy and blog writing.
- Responsible for creating posting schedules and managing ad spend trackers, cultivating a strong sense of responsibility and attention to detail.
- Successfully balanced this role with a Digital Marketing Apprenticeship, applying theoretical knowledge to practical tasks.
- Navigated the challenges of juggling academic studies with professional responsibilities, significantly improving my time management and prioritisation skills.

Christmas Staff

The White Company

2019-2020

- Provided top-tier customer service during a busy holiday season.
- Focused on personal customer interactions, consistently going the extra mile for customer satisfaction.

Marketing Work Experience

Ponderosa Agency - Part of Audience

Collective

2019

- Acquired foundational marketing skills and industry knowledge.
- Developed relationships with the business leading to future employment in 2020.