



FRANCESCA WHITTAKER

FASHION MARKETING STUDENT



WORK EXPERIENCE

ABOUT ME

I am a creative, sociable and hard working individual and I thrive in a team or group environment. I embrace the opportunity to get involved in different projects and new challenges, and put my best into all endeavours I face. My working background has a strong marketing focus, and I have a keen interest in brand promotion and the use of multiple channels to market products and captivate customers.

CONTACT



Francesca Lucinda Whittaker



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SKILLS

- Strong communication and interpersonal skills
- Problem Solving
- Time management and organisation
- Persuasive written and oral skills
- Proficient in: MS Office, Adobe Photoshop, Adobe Illustrator, Adobe Acrobat, Outlook, Canva.



Jul 2018 -
Sept 2018

Office Administration and Marketing Assistant, Dandy's Topsoil

Involved in helping design the company's new website, developing content for email marketing, researching for future online content as well as providing general office assistance. I was also involved in planning and running various events that the company was involved in at the time.



April 2016-
June 2016

Marketing Intern, ChloBo

I worked in the marketing department assisting the team with the development of different marketing strategies along with other day to day tasks. These included email marketing, assisting on photo shoots, running social media platforms, performing research into competitors, maintaining relationships with influencers and identifying future collaborations.



Jan 2016-
Mach 2016

Marketing Intern, Calvin Marketing

Involved working on various tasks for a range of clients, which included; supporting the marketing team in daily administrative tasks, writing press releases, researching content for online platforms, attending meetings and other general office duties.



Jan 2016 -
August 2018

Waitress, Plough and Flail

This was a front of house role at a family restaurant. Provided friendly, helpful and accurate service to customers and endeavoured to make sure they were always happy and satisfied.



EDUCATION

Sept 2016 -
Jul 2019

The University of Manchester, Manchester
BSc (Hons): Fashion Marketing
Predicted Grade: High 2:1

Sept 2008 -
Jul 2015

Altrincham Grammar School for Girls, Altrincham
A - Levels: Religious Studies (A*), History (A), Psychology (B)
GCSEs: 9 (A*-B)