

MOLLY PHILPOT

FASHION STUDENT BA HONS FASHION COMMUNICATION AND PROMOTION

GET TO KNOW ME

I am a fashion communication and promotion student with developed skills and relevant experience in the field. I have gained valuable skills throughout my degree and continuous work experience to build a-pond my in-personal skills to rely back into upcoming industry experiences.

I am a bright, self-motivated and reliable individual. I am a strong addition to the workspace as I am positive, flexible and professional and able to use my initiative. My dynamic and outgoing personality keeps everyone uplifted and happy.

INDUSTRY EXPERIENCE

Collaboration Industry Week

Throughout my academic journey at the university, I have had the privilege of acquiring invaluable industry experience by actively engaging with clients, developing innovative design recipes and labels, and effectively communicating my work to them. One noteworthy client, Wig-flex, an events company, sought to collaborate with a local brewery to create three new cutting-edge design concepts. This project not only enhanced my aptitude for client interaction but also enabled me to deliver an outcome that aligned seamlessly with their brand and made a significant impact on the industry.

Live Client Brief, COS

During my time at the Fashion Retail Academy, I had the opportunity to work closely with a real client, Cos. Our main goal was to create a dynamic social media campaign to promote their new spring-summer collection. To accurately capture the essence of the client's brand, I carefully selected relevant visuals and implemented successful strategies to engage with their target audience.

This experience not only provided me with essential insights into industry standards, but also allowed me to collaborate effectively with the brand to meet their specific requirements and fulfill the given brief. It played a significant role in enhancing my expertise in the field and acquiring practical knowledge in effective client communication. Additionally, it enabled me to overcome previous challenges and further develop in various areas.

I was also able to identify the brand's KPIs and business objectives in order to effectively manage and allocate resources to areas that require future attention and consideration for achieving the desired success.

SKILLS

- Building long lasting relationships
- Confident Communicator
- Strong Networking Skills
- Ability to work towards tight deadlines and multitask responsibilities
- Dedicated to achieving a positive impact on the industry
- Managing the fast pace industry through organisation and structure.
- In depth understanding of the fashion and social media sector.

EDUCATION

Nottingham Trent University, 2021 - Present
(graduating spring 2024)

BA HONS Fashion Communication and Promotion

Fashion Retail Academy, London, 2020-2021

Level 4 Diploma in Digital Marketing for Fashion



✉ Mollyphilpot1@hotmail.com

☎ 07701014680

INTERESTS

When it comes to defining myself as a person, I have always been someone with immense aspirations. My goal is to immerse myself in an industry that I not only love on a personal level, but also have great faith and excitement for. One of the items on my bucket list has always been to experience the intensity and excitement of fashion weeks and all that comes with one of the biggest fashion events of the year. Having various international hotspots of all creatives to gathered to celebrate some of history's greatest collections is fascinating and something I hope one day hope to have the privilege of experiencing.

The fashion sector has always been my intended destination. I see it as a realm that has transformed me as a person, giving me the confidence and drive to embrace that transformation. Working alongside creative colleagues would only strengthen my love for the industry, as it would allow me to engage in conversations, provide encouragement, and celebrate the profound impact it has on individuals and the world at large.

For many years, social media has been my sanctuary. During times of uncertainty and confusion, it has provided me with guidance and a sense of community where I feel accepted and heard. It has become my outlet, allowing me to celebrate and express my true self, while also granting me the freedom to create my own content in the hopes of inspiring and encouraging others to do the same.

WORK EXPERIENCE

Greyhound Pub | Hertfordshire

Barmaid/Waitress

- I held the position of key holder, with the responsibility of ensuring the pub was opened and closed safely, while also ensuring that all necessary measures were taken.
- I also played a role in training new staff members, guiding them in adapting to their new positions and ensuring that they were taught the correct methods in order to provide a high level of service.
- Additionally, I handled cashing up and stock-taking duties. This included managing transactions with suppliers and being accountable for ensuring payments were made promptly and accurate stock orders were placed.

The Sandridge Pub | Buckinghamshire

Barmaid/Waitress

- Successfully managed cellar stock levels by ensuring timely replenishment of in-demand items through efficient ordering processes.
- Ensured a superior level of customer service by providing attentive service and maintaining strong working relationships with colleagues and customers.
- Facilitated communication between customers and chefs to relay feedback, allowing the chefs to understand what was well-received and identify areas for improvement.

Tesco | Buckinghamshire

Checkouts/Night Shift Employee

- Providing exceptional customer service and assisting customers with various tasks, including checking back stock, packing purchases, and managing financial transactions.
- Implementing efficient time management skills to complete tasks within designated timeframes, guaranteeing timely dispatch of deliveries and promptly addressing stock shortages in specific departments.
- Supervising and supporting fellow colleagues in instances where a specific department required assistance or was understaffed, ensuring that customer needs were met effectively.

Rugby Club | Hertfordshire

Waitress/Barmaid

- Managed and organized stock inventory to accommodate fluctuating and demanding stock levels.
- Interacted and communicated effectively with customers, addressing their needs and resolving any concerns or issues that were raised.
- Provided valuable feedback to kitchen staff and management regarding the work environment, as well as delivering both positive and negative customer feedback. Offered solutions for improvement.

EXPERTISE

Motivated

I am always favoured an environment that pushes me to achieve more and thrive for better. Being able to have a consistent driving force inbeded in me has always worked in my favour that encourages me to work towards my end goals even more .

Organised

Organisation is a key part of my personality both in my professional and private life. This goes hand in hand in the fact that I have an extreme attention to detail. Juggling a full time degree can sometimes have its challenges and making priorities and plans enable me to keep on top of tasks in order to achieve the highest.

Optimistic

I am a big advocate in if you believe something is possible (with hard work combined) then most things are achievable. This positive method of thinking keeps myself and others uplifted. Working amongst group settings frequently in different roles and being optimistic helps me give all new expereince my best