

## TESTIMONIAL

“Phoebe has become an invaluable member of our team, she has worked well on her own initiative and as part of our team. We have been impressed with her online and digital skills as well as general administration during her placement year. Phoebe has grown from strength to strength when dealing with clients on a one-to-one in the boutique and consequently grown in confidence. We have all loved working with Phoebe and know she will be successful in her chosen career.”

– Leonie Howe, Owner of Berties, Northampton

## EDUCATION

### FIRST CLASS BACHELORS DEGREE: FASHION PROMOTION

Manchester Metropolitan University,  
September 2016- May 2020

### EIRIAS HIGH SCHOOL

A-levels: Art, Philosophy & Ethics,  
Sociology  
AS levels: English Literature  
September 2013- June 2015

## TECHNICAL SKILLS

●●●●●●●● Adobe and Microsoft  
●●●●●●●● Copywriting  
●●●●●●●● SEO and Google Analytics  
●●●●●●●● Social media advertising  
●●●●●●●● CRM systems

## SOFT SKILLS

Teamwork  
Organised  
Communication  
Multi-tasking  
Storytelling  
Leadership  
Creativity

## CONTACT

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# PHOEBE PATON

MARKETING AND CONTENT  
CREATION

[HTTPS://PHOEBEPATON.COM](https://phoebepaton.com)

## EXPERIENCE

### ONLINE CONTENT EDITOR

**Berties Boutique - Northampton**, AUG 2018- JUN 2019

#### Main responsibilities:

Inputting stock on Shopify

Product photography

Copywriting

Manage social channels

Writing blog posts for the magazine section of website.

Visit fashion trade shows with buying team.

Styling appointments with clients in store.

Visual Merchandising, help pick out outfits for the shop window and make sure the shop was merchandised in colour.

### DIGITAL MARKETING INTERNSHIP

**LOVESASHA - Manchester**, NOV 2017- FEB 2018

#### Main responsibilities:

Ideate and brainstorm with team for new ways to develop social channels.

Create and publish on brand social posts.

Develop strategies for follower growth and customer conversion through social media channels and website.

Keep up to date on emerging trends in fashion and on social media

Analysing data and marketing performance from campaigns

### PART TIME WAITRESS DURING UNIVERISTY HOLIDAYS

**Pen Y Bryn - North Wales**, APR 2016- SEP 2016