

PHOEBE PATON

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

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 Boutique, Northampton**

CONTACT ME

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 Phoebe Paton
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 <https://phoebepaton.com>

SKILLS

Proficient in Adobe Photoshop, Illustrator, InDesign, XD, MS Office (Excel, Word, Powerpoint & Publisher)

HOBBIES

• Travelling: I enjoy travelling and learning about different cultures. I travelled to Shanghai (January 2018) with University, this was really interesting as I was able to visit various factories, different retail environments and explore the city.

• Photography: I love styling and taking pictures. My favourite accounts for inspiration are: 'tezza' and 'lillieeger'.

EDUCATION

Manchester Metropolitan University, Manchester Fashion Institute

BA (Hons) Fashion Promotion with Sandwich Year
September 2016- May 2020
Expected grade: first class

Eirias High School

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

Manchester Metropolitan University, Manchester Fashion Institute

Fashion Foundation Year
September 2015- April 2016

St. Brigid's High School

GCSE's: 8 A-C grades including English (A) and Maths (C)
September 2008- June 2013

EXPERIENCE

Online Content Editor

Berties Boutique - Northampton, AUG 2018- JUN 2019

Main responsibilities:

- Inputting stock on Shopify, this involved photography of products and writing product descriptions.
- 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.
- Writing blog posts for the magazine section of website.
- Visit fashion trade shows with buying team to assist with buying new season stock.

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 University holidays

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

REFERENCES

Available upon request.