

Imogen Clarke

Luxury Fashion Brand Management Student

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About Me

I am currently pursuing my MA in Luxury Fashion Brand Management student studying at Nottingham Trent University. Prior to this I graduated from Leeds Beckett University with a First Class Honours in BA Fashion Marketing. I gained an in-depth understanding of the different sectors in the fashion industry. I am seeking a role that will enable me to use these skills and further enhance my development of other skills.

Education

Nottingham Trent University
MA Luxury Fashion Brand Management
Sep 2024-Present

Leeds Beckett University
Fashion Marketing BA (Hons) 1st Class Degree
Sep 2021 - Jul 2024

Rushcliffe School
Sep 2014-Jul 2021

A-Levels
Fashion and Textiles -A*
Media Studies – C
Psychology - D

GCSES
9 GCSES- 8-4 (Including Fashion and Textiles 8, Media 8, Maths 6 and English 5)

Skills

Adobe Creative Cloud - AdobeExpress, InDesign, Photoshop, Illustrator
Microsoft Software
Search Engine Optimization
Twinmotion
Wordpress and Wix
Studio Photography and Videography

Soft Skills

Organisational skills
Collaborative
Critical Thinking
Interpersonal Skills
Time management
Openminded
Adaptability
Attention to Detail

Experience

Content Creation- Leeds Beckett University
Leeds, Mar 2024-Jun 2024
Assisting behind the scenes as part of the Leeds School of Art Graduate Fashion show which was sponsored by Burberry.

Fashion Show Sponsored by Burberry

- Conducting interviews with the designers, to enhance my understanding and for my personal development and insight.
- Dressing the models, ensuring they were presentable for the runway to industry standards.
- Creating content and photography for social media, that was

Bar/Front of house- The Springfield Inn-Vintage Inns
Nottingham -June 2023-August 2024
Working behind the bar and in dining area as a waitress.

- I ensured that I assisted in providing a welcoming and lively environment for customers.
- Working in a team environment to help provide high standards of customer service.
- Gaining the experience in preparing cocktails and pouring drinks.

Marketing and PR Work Experience - SANDBOX
Nottingham, Aug 2022

- Completing a project focusing on the Park Square apartments interiors.
- Visually experimenting with merchandising shop windows and floors.
- Working on Adobe InDesign and Photoshop to produce mood boards.

Advertising and Marketing Work Experience -Brandon Consultants
Manchester, Feb 2020

- Working for a creative design agency, alongside the designers and the account management team.
- Time management working to tight deadlines.
- Communicating with clients to ensure the standards are being met.
- Shadowing those in higher positions from different sectors of the company in both marketing and creative.