

# Amy Edwards

## TECHNICAL SKILLS

- Proficient in marketing platforms such as Shopify, Wix, WordPress and Mailchimp and domain hosts such as GoDaddy
- Skilled in Microsoft Office
- Experience with marketing on all social media and management platforms such as Later.com and Linktree
- Understanding of Adobe Creative Suite (Ps, Ai, Id)
- Familiarity with 2D Design, SketchUp, AutoCAD and RStudio
- Collating research and trend data
- Product management on Cin7

## PERSONAL SKILLS

- Excellent communication skills
- Perceptive, with a conscientious approach
- Great team-player, can also lead projects
- Reliable and trustworthy, with a responsible outlook

## EDUCATION

### UNIVERSITY FOR THE CREATIVE ARTS BA Hons Fashion Business and Management September 2020 – April 2023 (1st: 79%)

A forward facing course designed to equip students in the ever changing market of brand management and promotion, PR, buying and merchandising and fashion forecasting.

### LONDON COLLEGE OF FASHION ONLINE COURSE (FUTURE LEARN)

#### Fashion and Sustainability: Understanding Luxury Fashion in a Changing World March - April 2020

I explored sustainability in a changing world, sustainable material sourcing for luxury fashion, and how to make informed decisions. This course acted as a foundation for further research into restructuring the fashion industry for a more sustainable future.

### CITY OF NORWICH SIXTH FORM History, Product Design & Psychology September 2017 - June 2019

## PROFILE

Determined individual, keen to complete a task to the best of my ability, with great attention to detail and a professional attitude. Passionate about both ethical and regenerative practices within the fashion industry and driven to change the way that we consume as a society.

## WORK EXPERIENCE

### SISTER JANE

#### PR Assistant | June 2023 – Present

- Leading global PR strategies for Womenswear, Menswear, and Ghospell in the absence of a Communications & PR Manager for the past three months.
- Strengthening relationships with media, stylists, and influencers, with a focus on digital and short lead outlets.
- Managing collaborations, celebrity placements, and influencer marketing for new collections.
- Proactively monitoring sales and digital performance to identify growth opportunities.
- Sample tracking, transfers and management on Cin7

### RUBYMOON

#### Social Media and PR Internship | July - October 2022

While at the Circular, NFP swim and active wear brand, responsibilities included:

- Writing and designing a press releases for material innovation research, followed by pitching.
- Creating educational blogs and newsletters.
- Co-managing social media (scheduling posts using later.com and designing content on Canva).
- Executing a TikTok campaign that successfully boosted customer engagement.
- Leveraged Instagram to spotlight significant social and environmental concerns, while also promoting RubyMoon's products, events, and collaborations.
- Achieving a remarkable 41% increase in site traffic in July 2022.

## FREELANCE

### Website Designer | May 2020 – Present

- Collaborated with bronze sculpture artist David Meredith in 2020 to establish the e-commerce segment of his business.
- Linked and managed multiple website domains, creating a functional online presence.
- Designed the Homepage and collection layouts, including organizing a product photoshoot and editing/uploading images with tags and copy.
- In April, developed a website for Ciggy Sound, a music entertainment company and record label.
- Implemented a ticketing service for events, offered PR packages for artists, and facilitated merchandise sales for customers.

## WORN.

### E-Commerce Internship | April - June 2022

- Two-month e-commerce internship at the luxury consignment company's Belgravia store.
- Contributed to the company's mission by promoting sustainable luxury fashion.
- Responsibilities included stock management, photoshoot assistance, image editing, copywriting, and optimizing the e-commerce website.

## ZOLA AMOUR

### E-Commerce Internship | May - June 2021

- Managed product uploads, copy writing and website optimisation for the Brighton-based sustainable fashion brand.
- Assisted in sustainable material sourcing.
- Authored blog: "Greenwashing at Topshop: My Experience as a Former Employee."

## CONTACT INFO

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## NEW BUSINESS AWARD

Shortlisted for The New Business  
Award at The Graduate Fashion  
Foundation 2023 Awards



## SUSTAINABLE BUSINESS AWARD

Winner of UCA's Sustainable  
Business Award at the  
Business School Awards 2023

