

Holly Lacey

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Personal Profile

I am a conscientious, self-motivated individual adept at working independently or as part of a team, thriving under pressure. With a full UK driving license, I'm prepared to travel as needed.

My tenure at Somers Forge ignited my passion for crafting engaging digital content, where I honed my skills in creating captivating narratives that resonated with audiences. I've effectively boosted social media engagement through strategic content creation. Additionally, I've enhanced my marketing abilities by producing various print materials, designing targeted email campaigns, and analysing audience data.

In previous roles, such as at Kurt Geiger, I acquired comprehensive expertise in seasonal trends, report writing, styling, and engaging diverse customer demographics. As a Resident Support Advisor at Student Roost, I excelled in project-based environments, delivering exceptional customer service with a positive attitude.

Internships at Kurt Geiger and The Sun fashion desk provided valuable insights into the fashion industry.

With a BA (Hons) in Fashion Business and Promotion, I contributed to the growth of small businesses through tailored marketing materials.

I am deeply passionate about traveling, a passion cultivated during a world trip experience in 2023. Exploring diverse cultures, landscapes, and cuisines fuels my creativity and broadens my perspective. This love for exploration enhances both my personal growth and professional endeavours, fostering adaptability, open-mindedness, and a global perspective. Additionally, I've volunteered in Thailand and Indonesia, focusing on climate change and conservation and with a TEFL (Teaching English as a Foreign Language) certification, I've enjoyed helping teach English to children.

I'm confident in my abilities and always strive for excellence.

Skill Set

Professional

Strong knowledge of:

- Adobe Software: Photoshop, InDesign, Illustrator, After Effects, Premiere Pro
- Microsoft Software: Word, PowerPoint, Excel
- Creating and utilizing social media content on platforms like TikTok and Instagram
- Website creation and management

Personal

Transferable skills include:

- Team player
- Dependable
- Personable
- Organised
- Hard working
- Excellent
- Customer service
- Time Management
- Adaptable
- Optimistic

Work Experience

Somers Forge, Halesowen UK

Marketing Coordinator | March 2021 - April 2023 & March 2024 - To Date

Creating engaging content for digital platforms and print materials, including the creation and distribution of distinctive email campaigns, along with audience data analysis.

Duties Include:

- Utilising Adobe Software
- Crafting and Editing Instagram Reels and Images
- Innovatively capturing item photographs/videos
- Executing Email campaigns through Mailchimp
- Analysing content performance data
- Editing websites
- Designing print materials
- Proficiently navigating platforms like LinkedIn, Instagram, and YouTube.

**PORTFOLIO OF
WORK IS AVAILABLE
UPON REQUEST**

Work Experience Continued

<p>Freelance - Marketing Materials Beautique 2020 -2022 Supporting a local business in its post-COVID-19 recovery and growth efforts.</p> <p>Duties included:</p> <ul style="list-style-type: none">• Crafting and designing a website based on client specifications.• Utilising Adobe software to produce customised advertising materials such as flyers and brochures.• Establishing a brand identity according to client-provided guidelines.	<p>Resident Support Advisor Student Roost Nov 2020 - March 2021 Resident support role for students who are self isolating within their student accommodation.</p> <p>Duties Included:</p> <ul style="list-style-type: none">• Customer Service• Assisting residents by phone to resolve issues and provide support• Conducting wellness checks with residents over the phone• Managing email communication	
<p>Senior Brand Ambassador Kurt Geiger June 2016 -Nov 2020 Ensuring a lasting positive brand impression to encourage repeat customers.</p> <p>Duties Included:</p> <ul style="list-style-type: none">• Customer service• Generating Trade Reports and Rotas• Visual Merchandising• Managing Stock Control and Distribution• Conducting Staff Training	<p>PR Press Assistant Kurt Geiger April - May 2019 Internship based in Central London</p> <p>Duties Included:</p> <ul style="list-style-type: none">• Coordinating send-outs to VIPs and press & creating 'hotsheets' to highlight new trends• Assisting in organising press day for the launch of AW19• Handling general administrative tasks	<p>Fashion Intern The Sun Newspaper August 2019 Internship based in Central London</p> <p>Duties Included:</p> <ul style="list-style-type: none">• Assisting in the fashion cupboard• Supporting photoshoots by dressing and assisting models• Crafting trend guides

Education & Training

Birmingham City University | 2017 - 2020

BA (Hons) Fashion Business & Promotion | Second Class: Division 1

Modules covered included:

| Fashion Business in Context | Trend Forecasting | Buying & Merchandising | Visual Merchandising |
| PR & Marketing | International Retailing | Event Management |



SEE MY BCU

PORTFOLIO OF WORK

<p>Halesowen College 2015 - 2017</p> <ul style="list-style-type: none">• BTEC Advanced Certification Business Studies Distinction * • A-Level Photography, A-Level Communication & Culture, AS Sociology, EPQ Grade A* - C 	<p>NCS 2015</p> <p>Initiating a community program for individuals with dementia and fundraising for charity.</p>	<p>ACE Academy 2010 - 2015</p> <p>10 GCSE's Grade A* - C including English & Maths</p>
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References

References available upon request