

Clara-Adriana Fitzgerald

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Personality

An aspiring Marketer for the fashion/lifestyle industries, ready to utilise researching and analysis skills from my BA (Hons) Fashion Communication and Promotion degree. As an enthusiastic self-starter with an eagerness to learn, completing 13 months of voluntary and assistant experience in this industry has equipped me with the knowledge to explore industry trends, and utilise parallel industries. Reliability is seen through task organisation and consistency. Obsessed with social media and learning about the ever-changing fundamentals of content and marketing. Driven by the knowledge and success of mentors, with a personal manifesto of 'choice' (Curiosity, honesty, open, imagination, courage and explore). Goal-oriented and motivated to deliver achievable measures to the best of my ability.

Workplace

- April 2024 - July 2024 **Social Media Intern, NXT LVL Career**, Remote
Managed all social media platforms, created content and strategy using Canva and Adobe. Increased 4k+ accounts reached on Instagram, increased 7k+ accounts reached on TikTok. Substack blog posts (pre-written) achieve an AV 45% open rate. Proof-reading and copywriting skills for caption writing. Supported the founder to launch their first student influencer campaign.
- Sept 2023 - Feb 2024 **Marketing Intern, Dainty Thrills**, Part Time
Launched Dainty Thrills' first blog inspired by those touched by breast cancer, that featured in Local Women Magazine Official, contributing towards winning 'Best North Down and Belfast Business of the year' and nomination by 'NI Social Media Awards'. Control over TikTok with average views reaching 64% of new viewers, attracting engagement. Email marketing through Klaviyo. Organisation through Monday.com.
- Aug 2023 - Sept 2023 **Marketing Assistant, Social Hit**, Freelance
Motel Rocks: Responsible for handling sensitive information and input data into their new Excel sheets. Outreaching to influencers through the brand Instagram account. Updated TikTok impressions and garments posted sheet through Zoho Corporation.
Social Hit: Collected brand and personal data for the system. Outreaching on TikTok shop. Influencer outreach for Jimmy Fairly.
- Jun 2023 - Aug 2023 **Volunteer, FOTU.LDN**, Remote
Redesigning branding using Adobe, content creation across channels and creating a social media marketing strategy that gained 1,035 followers. Event planning, outreaching to journalists and contributing to their first blog that attracted the launch event to be featured in Loanhood, Aether Magazine, Desperados, and won a competition to shoot at the BRICKS studio.
- Oct 2022 - Jun 2023 **CERT Student Mentor**, Nottingham
Working with NTU through the academic year to guide first-year students with collaborative and community engagement, signposting individuals to valuable career opportunities, and maintaining a strong support network across NTU's student community.
- Jun 2020 - Aug 2021 **Sales Associate, Clarks**, Oxfordshire
Working with a premium brand taught me how to adapt to new techniques and going beyond my role with visual merchandising. I was rewarded for my efforts by regularly achieving star of the week.
Sales: cross-selling shoe care, 4 to the floor, exceeded daily sales targets by understanding the customer and upselling, raising my ATV and consistent multisales.
Communication: applying service correctly to a variety of customers that range from infants to elderly.
- Jul 2018 - Oct 2019 **General Assistant, Sainsbury's**, Oxfordshire
Gaining confidence when serving and helping with queries. As a team we worked extremely hard to 'wow' our customers, giving our best customer service skills.
Fresh/chilled stock: date check and rotate (FIFO), applying daily discounts and working deliveries.
Cashier: greet customers while processing their shopping, checking ID and cash handling.

Interests and Achievements

- Volunteering at London Fashion Week with Oxford Fashion Studios for their Emerge Shows SS23 and SS24.
- Being sent a PR package from Heinz for my self-devised university project.
- Presenting at the Boots UK headquarters for No.7.
- Being chosen to create a sexual health and wellness zine for NTU Student Support Services.
- Assisting photoshoots with Love At First Sight Vintage for their upcoming graduation collection.

Education and Qualifications

May 2024	Fist Class Honours - BA(Hons) Fashion Communication and Promotion
Aug 2021	UAL Level 3 Foundation Diploma in Art and Design - Merit
Aug 2020	UAL Level 3 Extended Diploma in Art and Design - Distinction
Aug 2019	UAL Level 3 Diploma in Art and Design - Distinction
Aug 2018	Maths B - GCSE
	English B - GCSE
	Science BC - GCSE
	Art A - GCSE
	Sports Coaching - Level 1 NVQ

References available upon request.