

Clara-Adriana Fitzgerald

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Personality

A hard-working, imaginative communicator with an eagerness to create opportunities. Recently completed my BA (Hons) Fashion Communication and Promotion degree. An enthusiastic self-starter, who takes initiative. Is at ease with lone working, or collaboratively within a group environment. 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 - Present **Social Media Intern, NXT LVL Careers, Remote**
Creating all social media content to post along with scheduling blog posts to Substack with an average 40% open rate. Instagram and LinkedIn posts are scheduled to support and promote the new Substack profile.
- 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.
- Aug 2023 - Sept 2023 **Marketing Assistant, Social Hit, Freelance**
Motel Rocks: Collected all data input for their new system that needed attention to detail. Outreaching to influencers through the brand Instagram account. Updated TikTok impressions and garments posted sheet.
Social Hit: Collected brand and personal data for the system. Outreaching on TikTok shop. Influencer outreach for Jimmy Fairly.
- Jun 2023 - Aug 2023 **Volunteer, FOTULDN, Remote**
Redesigning branding, 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.

Interests and Achievements

- Volunteering at London Fashion Week with Oxford Fashion Studios for their Emerge Shows SS23 and SS24.
- 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

- Sep 2021 - May 2024 **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.