

AB

DETAILS

**NAME:**

Amelia Butler

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SOCIAL MEDIA

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CURRENT PROJECTS

I have continued my FMP blog, recording my personal development. It focuses on fashion, art and travel, as well as personal life.

<https://ameliabutler98.wixsite.com/website>

My dissertation was titled "The relationship between the fashion gatekeepers and the fashion influencers in western society".

My Final Major Project was to produce and direct the Solent University Graduate Fashion Show for 2020. My role focused on content creation and client liaison, representing the university to internal and external clients. We created a fully integrated online platform, through an interactive Instagram page, as well as publishing a digital brochure and a collaborative blog. We wanted to create a community for our readers, mainly consisting of fashion students within the university, with a complete emphasis on the designers. (@sgfs20)

<https://generationxx.wixsite.com/website>

REFERENCES ON REQUEST.

PERSONAL PROFILE

I am a graduate of Fashion Promotion & Communication at Solent University. I have experience in show production, events organisation and management, as well as art direction and fashion writing. I am knowledgeable in many fields within the fashion industry, through university projects, such as journalism, photography and styling, as well as having training on certain Adobe programs. I am always committed to my work and try to take an open-minded and logical approach to every task I take on.



WORK EXPERIENCE

2014 - PRESENT**SAINTS EVENTS, CATERING & HOSPITALITY**

Casual Position, Team Leader

- Handling large numbers of customers under pressure, also VIPs
- Supervising a team of 4-8 staff at once, professionally and efficiently
- Customer service and communication skills

SEPTEMBER 2019**FASHIONS FINEST DURING LONDON FASHION WEEK**

Front of House Volunteer

- Seating guests and assisting front of house team

JULY - AUGUST 2019**RE:SO**

Events Team Intern

- Visual merchandising, stock picking and packing, space planning
- Customer service and brand promotion

AUGUST 2019**TED BAKER**

Production Intern

- Worked in different departments within the production team i.e. womenswear, accessories, garment technology
- Created mini projects, sat in on fittings and product reviews, assisted with taking stock



EDUCATION

2017 - 2020**SOLENT UNIVERSITY**

BA (Hons) Fashion Promotion & Communication

- Show production and events management
- Visual merchandising and detailed campaigns
- Commercial and creative writing
- Art direction and styling
- Working to briefs, under pressure and to a time schedule

2015 - 2017**ITCHEN SIXTH FORM COLLEGE**

- 3 A-Levels (Textiles, Photography, English Literature)
- 1 Level 3 Certificate (Life Drawing)

2010 - 2015**OASIS ACADEMY MAYFIELD**

- 10 GCSEs



SKILLS

- Organisation and time management
- Leadership qualities
- Experience with some Adobe Software
- Microsoft Office skills
- Teamwork
- Project Management
- Customer Service
- Event Planning
- Communication
- Critical Thinking
- Problem Solving