



Having completed my Bachelors degree in Fashion Communication with Business Studies from Brighton University, I recently graduated from the London College of Fashion (UAL) with a Masters in Fashion Forecasting & Analytics.

I have previously worked in the world of fashion retail and done several stints in various marketing, Pr and social media agencies in London and Thessaloniki.

Some of the key projects that I worked on included social media manager for the Greek brand Sogo Men and upcoming London brand Alex Claire. I have also worked at both 2021 and 2022 London Fashion Week events doing social media for Urban MBA and VIP retail events for Hermes Paris through Arlette agency.

I am a fluent in three languages English, Greek and Italian.

## Contact Details

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in Anastasia Davelopoulou

## DESIGN SKILLS

Adobe Photoshop .....  
Adobe Indesign .....  
Adobe Illustrator ....

## LANGUAGES

Greek .....  
English .....  
Italian .....

## EXPERIENCERS

- 2022-current ○ **Posh Cockney, Marketing intern**  
Event Launch Management  
Media Relation Management  
Journalist and Influencer outreach
- 2022 ○ **Hermes Wholesale Assistant**  
Inventory and stock assistant in private sample sale  
Stock control
- 2021-2022 ○ **ALEX CLAIRE, Social media assistant**  
Managing day to day running of the company's social media accounts  
Developing a social media presence across a range of campaigns and activities
- 2021 ○ **Camaro menfashion,junior social media manager**  
Social media management and marketing  
Perform competitor analysis of product and service offering  
Responsible for creating social media content guides for the internal marketing team
- 2021 ○ **Sogo men fashion,digital content creator**  
Responsible for implementing campaigns through website, email marketing and campaign supporters  
Handled strategic planning, content strategy and execution of posts across Youtube, Instagram, Facebook, Tik Tok  
Worked on the development and implementation of new social media plans in order to attract new consumers and increase brand awereness
- 2021 ○ **London Fashion Week 2021**  
Contact hairstyles,models ,make up artists  
Performed adminstrative and showroom managment tasks  
Assist on styling the models
- 2019-2020 ○ **Halt Magazine,stylist:**  
Organize and plan the outfits for the photoshoots  
Set up the stage for the shoot.  
Work on close proximity with photography and production teamsin order to create visual imagery.

## EDUCATION

- 2021-2022 ○ **University of Arts London, London College of Fashion**  
MSc Fashion Forecasting & Analytics
- 2018-2021 ○ **Brighton University**  
BA Fashion Communication with Business Studies
- 2018-2021 ○ **Instituto Marangoni**  
Fashion Business and Buying Diploma
- **Anatolia College**  
International Baccalaureate Diploma
- **Anatolia College**  
High School Diploma