



PENINA ZELTSEER

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EDUCATION

BA, Illustration and Visual Media, London College of Communication (LCC), UAL, London 2016-2020

I've directed my final year in creating a clothing collection which focuses on Print and Pattern Design. The Psychedelic Fairy Garden is a celebration of 60s culture, the Flower Power movement and the Psychedelic era. I spent my first term finalising 9 designs, during my second term I enlarged the designs into rolls of fabric. My final term was spent in lockdown, despite this hurdle I taught myself how to use a sewing machine and managed to make all the garments to complete the collection. I'm just waiting for lockdown to ease more so that I can professionally shoot everything.

I've also been working on a ceramics collection, where I have been producing trinket dishes, spice bowls and spoons.

Diploma in Professional Studies, London College of Communication, UAL, London 2018-2019

Foundation Diploma, Fine Art, Distinction, The Royal Drawing School, London, 2013-2015

A Levels, Art A, Politics B, Drama C, Wentworth Tutorial College, London, 2015

10 GCSEs, Hasmonean High School, London, 2007-2013

Textile Print Design (short course), Chelsea College of Arts, London 2018

Nutrition for Everyday Living (Short Course), College of Naturopathic Medicine, London, 2016

PROFESSIONAL EXPERIENCE

Wholesale and International Sales Intern, Jenny Packham, London, February-June 2019

- Assisted the Wholesale team with preparations for Paris Fashion Week for the launch of their AW19 Collection
- Prepared samples and swatches for the AW19 collection
- Invited buyers (UK and International) to the Paris showroom
- Liaised with buyers such as Selfridges, Harrods, Harvey Nichols and Bloomingdales regularly
- Helped deal with new accounts from Paris for AW19
- Casted models for Paris Fashion Week
- Edited photos from the Paris showroom
- Sent collections and samples to stockists
- Dealt with returns from stockists
- Answered customer enquires regularly
- Created FreeStock Visuals
- Helped name dresses for the new Bridal 2020 collection
- Used softwares such as JOOR, Creation, Sharepoint and Hightail

Sales Associate, Free People & Free People Movement, London, July 2018-November 2019

- Worked with the Retail Operations team from the US to open Free People's first London store in Floral Street, Covent Garden
- Opened the flagship store in Duke of York Square, Chelsea
- Worked to sales targets
- Came up with selling incentives to motivate associates to sell our apparel
- Trained associates with styling sessions to help them understand the brand and the customer base
- Trained associates with brands Free People sell; to push product knowledge when selling items
- Worked with the Visual Merchandising team where we rearranged our merch regularly
- Worked as part of the Display Coordination team to set up our displays in store
- Redesigned the shop floor for our Christmas period

Intern, Manifold Editions, London October 2018- February 2019 **Kana London, October 2018-January 2019**

- Worked at the Affordable Art Fair in Battersea
- Hung, handled and curated artworks
- Worked on their social media accounts
- Worked on their newsletters using Mailchimp
- Made orders for client's: ceramic mugs, bowls, trinket dishes, spoons etc
- Worked on projects for Bonds Cafe Kings Cross, Daylesford and Pukka Tea
- Learnt how a small business grows and develops relationships with artists and chefs
- Collaborated with artists for the collection

Sales Associate, Anthropologie, London, May 2017- July 2018:

- Taught how to use till systems including MPOS, Click & Collect and PPS
- Sorted inventory, stock checks and mark downs
- Worked with the visual merchandisers
- Styled customers

Sales Associate, Press, London, March - September 2017

- Taught how to use till systems Reveal
- Delivered Amazon Fresh packages regularly
- Leant what it was like to start a business in the health food industry
- Opened and closed the shop

Advertising Account Manager Intern, Adam and Eve DDB, London, March 2017

- Reviewed competitors for John Lewis, Lipton and Volkswagen
- Developed memes for a new Sky advert
- Presented a 'Project Innovation'

Architectural Design Intern, PLP Architecture, July 2014

- Taught how to build architectural models for their clients

AWARDS, EXHIBITIONS, PROJECTS

Work In Progress Exhibition, London College of Communication, London, February 2020

Annie Albers film documentary for the BBC, London, October, 2018

Not just a shop Exhibition, High Holborn, London, September 2018- December 2018

Camberwell, Chelsea and Wimbledon Cross Course Exhibition, Chelsea Cookhouse, London, April 2018

Drawing Students at Camberwell College of Arts Exhibition, Camberwell College of Arts, London, June 2017

Drawing Students at Camberwell College of Arts Exhibition, Hotel Elephant, London, October 2016 Foundation

Year Exhibiton, The Royal Drawing School, London, June 2016

Painting Trip Residency, Dumfries House, Edinburgh, July 2016

Jump Mentoring Programme, Mindshare, London, January-June 2015

Youth Leader, Bnei Akiva, London, September 2012

SOFTWARES

Office 365- Proficient in:

- Word
- Powerpoint
- Excel
- Outlook

Adobe Creative Suite- Proficient in:

- Photoshop
- In Design

Beginner:

- Illustrator
- Premier Pro

Intern, Hip and Healthy, London, December 2017

- Taught how to use the e-commerce platform Shopify
- Assisted with the retail department of the company which included stock counts and price checks
- Helped with their social media platform especially with their Instagram account
- Wrote articles for their online magazine

Social Representative, University of the Arts, London, September 2016- June 2017

- Organised social events
- Helped students with any welfare problems they were going through

Intern, Home Chocolate Factory, London, August 2016

- Improved imagery of online products
- Worked in warehouse to organise products
- Created a strong social media presence
- Learnt the software Miva Merchan

Interior Design Intern, TP Bennet, London, June 2012

- Learnt how to use the software Sketch Up
- Designed an apartment using Sketch Up
- Worked with one of their clients: American Express
- Gained an understanding to how projects developed

