

# GERI DEMPSEY

— Experienced Business Graduate & Graphic Designer, seeking a role that will utilise and further develop my skill set.

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## Skills

Experienced in Adobe: Photoshop, InDesign, Premiere Pro and Illustrator.

Confident in JavaScript, CSS and HTML coding and Web Design.

GPS Launchmetrics, Microsoft Office, Spark AR, Google SketchUp.

## Freelance

Journalism — Bylines: The Irish Times, Artefact Magazine, The Debrief, Grazia)

Styling — Portfolio on request.

## Education

Central Saint Martins  
MA in Fashion Communication:  
Fashion Image Pathway —2020 - 2021

London College of Communication  
Postgrad. Diploma in Visual Communication  
(Merit) —2017 - 2018

Istituto Marangoni London  
BA in Fashion Business (Sandwich Degree)  
(1st Class Honours) —2013 - 2017

## Further Courses

Parsons School of Design  
'Writing for New York Newspapers  
& Magazines' —August - October 2019

London College of Communication  
InDesign Fundamentals —January 2017

Central St. Martins  
Graphic Design (Intermediate)  
—September - December 2016

Central St. Martins  
Photoshop & Photography  
(Intermediate) —January - March 2016

## Employment History

### Cove Magazine

Editor-in-Chief / Creative Director — January 2017 - Present

I am the founder of Cove Magazine, an annual print and online publication established to showcase Irish creatives. My role encompasses Editorial, Design and Sales. I manage a team of three freelancers, and I am responsible for the commissioning of projects and contributors. As Creative Director I oversee the production of content for both print and online. As Editor I am in charge of maintaining the tone of voice of the publication as well as copy-editing content across all channels. I have formed partnerships with multiple venues as I have co-ordinated several launch events in both Dublin and New York. I continue to form and maintain relationships with numerous stockists including Moma PS1 and Magculture.

### REP Agency New York

PR & Marketing Assistant — July 2018 - July 2019

I reported directly to the PR and Brand Director. During each New York Fashion Week my responsibilities consisted of show production, including the writing of press releases, guest-list preparation, assisting the team with casting, seating plans and venue management. On a weekly basis I managed the placement and promotion of six collections within the showroom. This entailed the organisation of samples for editorial and celebrity placement and maintaining Editor/Stylist relationships. I compiled both weekly and monthly reports for each brand's personal performance.

### Lula Magazine

Editorial Assistant — August - October 2016

As Editorial Assistant I supported senior editorial staff in all aspects of administration. I assisted at both studio and location shoots for the upcoming issue. I researched potential commissions and freelance hires. On a daily basis my duties consisted of shoot production, planning, issue production and copy editing. I further supported the team during London Fashion Week, preparation included managing editorial and event calendars for multiple editors alongside fashion week reporting.

### Urban Outfitters

Creative Digital Marketing Assistant — January - July 2016

Within this role my time was split between the Creative and Digital Marketing teams. Working with the creative managers I was involved in influencer outreach where I spearheaded an Irish influencer campaign for Summer 2016. I also assisted the team during several live music events hosted in-store. Working with the Digital Managers I carried out reporting and analysis including SEO, PPC and weekly stock reports. One of the first roles I truly thrived in, I utilised my design skills to create mood boards for project planning and was responsible for email design and execution which included HTML coding.

### Alexander McQueen

Communications Intern — September - December 2015

I was responsible for the tracking and management of both Commercial and Couture Womenswear Collections —AW15 & SS16—within the showroom. My duties included planning and organising the samples for editorial and celebrity placement using sample tracking software as well as creating weekly press reports for the brand.