



Rose Forrester

Fashion Marketing Graduate

Bilingual French and English

My Contact Details

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Hard Skills

- Identifying successful marketing opportunities
- Competitive research and analysis
- Content and digital marketing
- Adobe design skills (Photoshop, InDesign, Illustrator)
- Extensive knowledge of the fashion & luxury industry
- Canva and Microsoft Office Pack competency

Soft Skills

- Excellent verbal and written communication
- Emotional intelligence and interpersonal skills
- Research and analytical skills
- Leadership and teamwork
- Strong problem-solving skills
- Exceptional organisation and time-management

Education

- **London College of Fashion (UAL), United Kingdom**

High Holborn, London, United Kingdom

BA (Hons) Degree in Fashion Marketing (with Honours)
2020 - 2023

Projects including:

Global Fashion Branding Communications

Branding project that includes a portfolio of marketing assets to effectively launch Avtandil, a Georgian luxury fashion brand, into the British market, as well as a recommended design for a brand expansion.

Researching Consumer Behaviour & Psychology

Consumer behaviour insight report using marketing theories and primary research to explore and analyse Gen Z motives and behavioural differences in China and the United Kingdom.

Futures & Innovation

Marketing research report on current issues in the fashion industry: sustainability and corporate social responsibility, including a plausible proposal for the fashion brand MaxMara using trend forecasting and marketing frameworks.

- **Institut Notre-Dame, France**

Saint Germain-en-Laye, Paris, France

2008 - 2019

French Literary Baccalauréate specialising in Philosophy
Cambridge IGCSEs in English, Literature and History

All completed with honours

Languages

Native Bilingual in French and English

Professionally proficient in Spanish

About Me

I am an ambitious, determined and forward-thinking fashion enthusiast, interested in learning more about the business aspects of the sector to gain a deeper grasp of consumer behaviour, motivations, and needs. With expertise in luxury fashion retail, my primary objective is to provide an exceptional client experience while increasing a brand's sales and resonance. I am tech-savvy, creative, and eager to contribute to the fashion business. I am particularly interested in branding, identity, fashion forecasting, sustainability and digital marketing.

Professional Experience

CELEN - Executive Marketing Assistant

London, United Kingdom

October 2023 - December 2023

Conducted in-depth market research on consumer preferences and trends in the jewelry industry. Analyzed competitors and identified potential areas for brand differentiation. Conducted market research to identify new trends and opportunities, contributing to the development of targeted marketing strategies.

Created compelling content for digital platforms, including web design; SEO optimization and content creation

Artisan People - Luxury Sales Assistant

Selfridges, London, United Kingdom

February 2023 - August 2023

Explored different sectors of the luxury industry, specifically in beauty, skincare, perfume at Selfridges, Harrods, and boutiques: Tom Ford, Chanel, Guerlain, Creed, Maison Francis Kurkdjian, La Mer, Byredo, Bobbi Brown, Frédéric Malle, Crivelli and others. My primary clients have been Tom Ford and Chanel, with daily personal sales exceeding £2000 by demonstrating exceptionally persuasive selling skills and an unwavering work ethic. I have extremely positive connections with teams, specifically Tom Ford and Chanel by assisting on the shop floor and in pop-up events.

Four Seasons - Luxury Brand Consultant

Selfridges, Harrods, boutiques and flagship stores, London, United Kingdom

February 2022 - September 2022

I had the opportunity to assist and work for notable brands and significant clients including: Saint Laurent, Fendi, Jimmy Choo, Valentino, Givenchy, Bottega Veneta, Tom Ford, Ralph Lauren, Rick Owens, Yohji Yamamoto, Alaïa, Maison Michel amongst others. I delivered exceptional customer service and accomplished high sales by exceeding daily personal and brand targets, with the continuous help and support from my colleagues.

COS - Sales Associate

King's Cross St Pancras, Coal Drops Yard, London, United Kingdom

November 2021 - January 2022

As this was my first job, it provided me with the opportunity to master the most critical abilities needed to deliver excellent customer service, such as customer-centricity and commercial thinking, a strong desire to learn, flexibility, and action orientated in teamwork and inclusivity.

Deloitte - Marketing Communication Assistant Intern

La Défense, Paris, France

February 2019 - April 2019

This opportunity was essential in order to learn how to develop and execute clear goals, effectively express corporate visions and concepts, assisting in project management, and collaborate with a team on a common goal by providing suggestions and contributing during meetings.

References

Available on request