



PORTFOLIO

CREATIVE PORTFOLIO

I'M ANNALISE BENNETT

AS A PASSIONATE AND DETAIL ORIENTATED FASHION AND BEAUTY ENTHUSTIAST, I AM EXCITED ABOUT THE OPPORTUNITY TO BEING MY CREATIVITY AND EXPERTISE TO A ROLE. THROUGH ME EXTENSIVE EXPERIENCE IN PUBLIC RELATIONS AND COMMUNICATIONS BOTH IN HOUSE AND AGENCY PAIRED WITH A KEEN EYE FOR TRENDS, A STRONG UNDERSTANDING OF BRAND AESTHETICS, I THRIVE IN FAST PACED ENVIRONMENTS WHERE I CAN COLLABORATE WITH CREATIVE TEAMS AND BUILD RELATIONSHIPS.

MY PORTFOLIO SHOWCASES MY ABILITY TO CURATE TREND-DRIVENCONTENT, COORDINATE EVENTS FOR VARIOUS CLIENTS, PROJECTS AND CAMPAIGN SHOOTS, AND ENSURE THAT EVERY PROJECT AND DECISION ALIGNS WITH A BRAND'S UNIQUE IDENTITY. I AM EAGER TO SHOW MY VERSATILITY AND TO CONTRIBUTE TO A BRANDS IMAGE, HELPING TO BRING FRESH AND FORWARD IDEAS TO LIFE



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STRATEGIC CAMPAIGN EXECUTION

Assist in planning, executing, and monitoring integrated marketing campaigns across digital and social media platforms. This includes email marketing designing, writing, and distributing compelling campaigns. Co-ordinate marketing events, ensuring that campaign efforts effectively extend into real-world engagement.

CREATIVE CONTENT DEVELOPMENT

Create content for social media, blogs, emails, and promotional materials, ensuring brand consistency and collaborating with teams to deliver cohesive, on-brand messaging.

MARKET INSIGHT & RESEARCH

Conduct market research to track trends, analyse competitors, and understand audiences, turning insights into strategies that keep campaigns relevant and competitive.

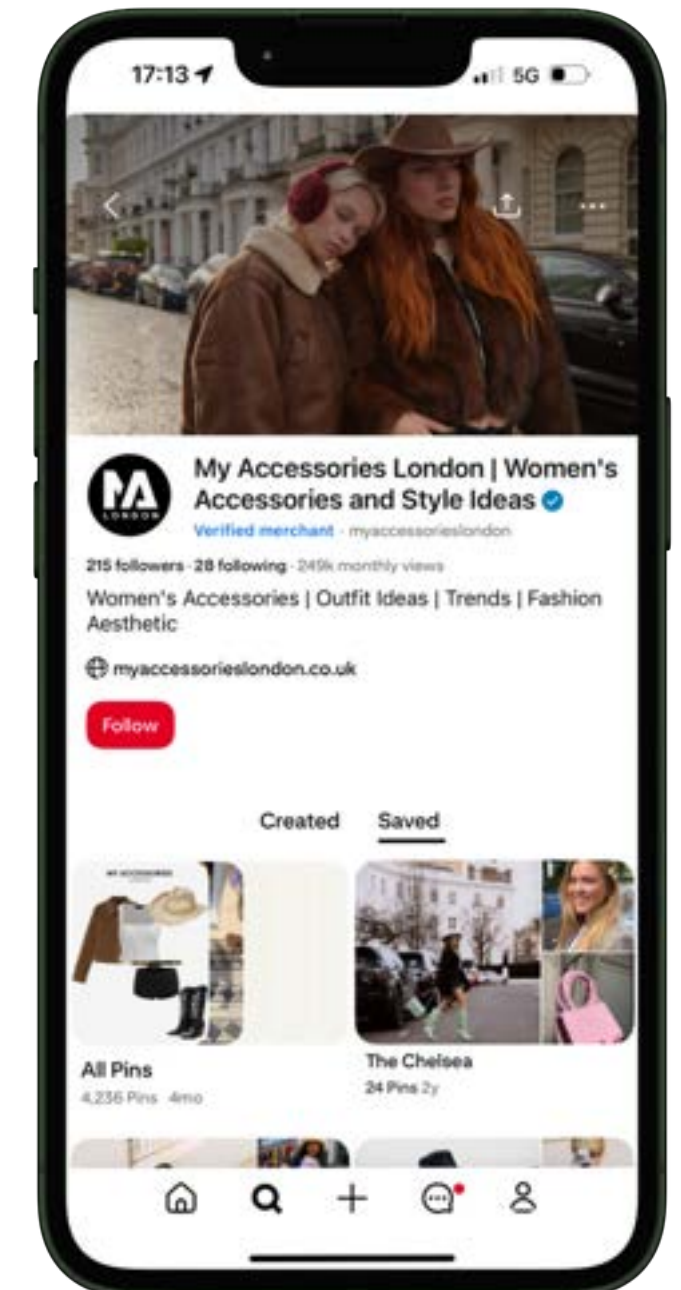
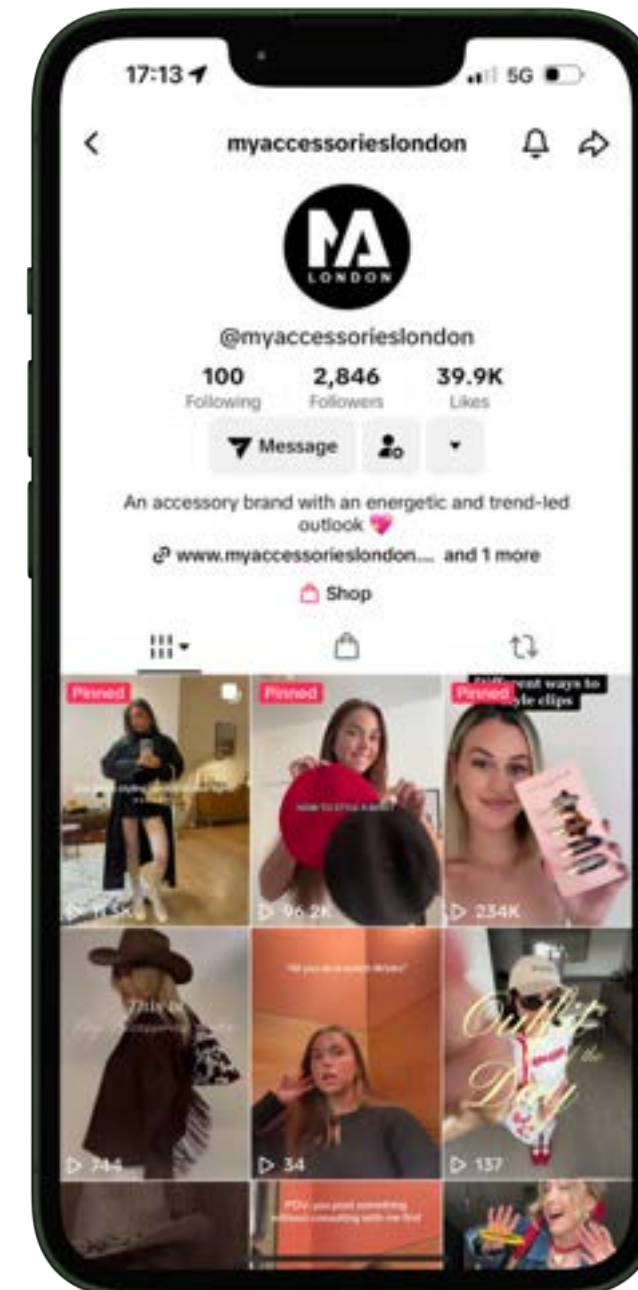
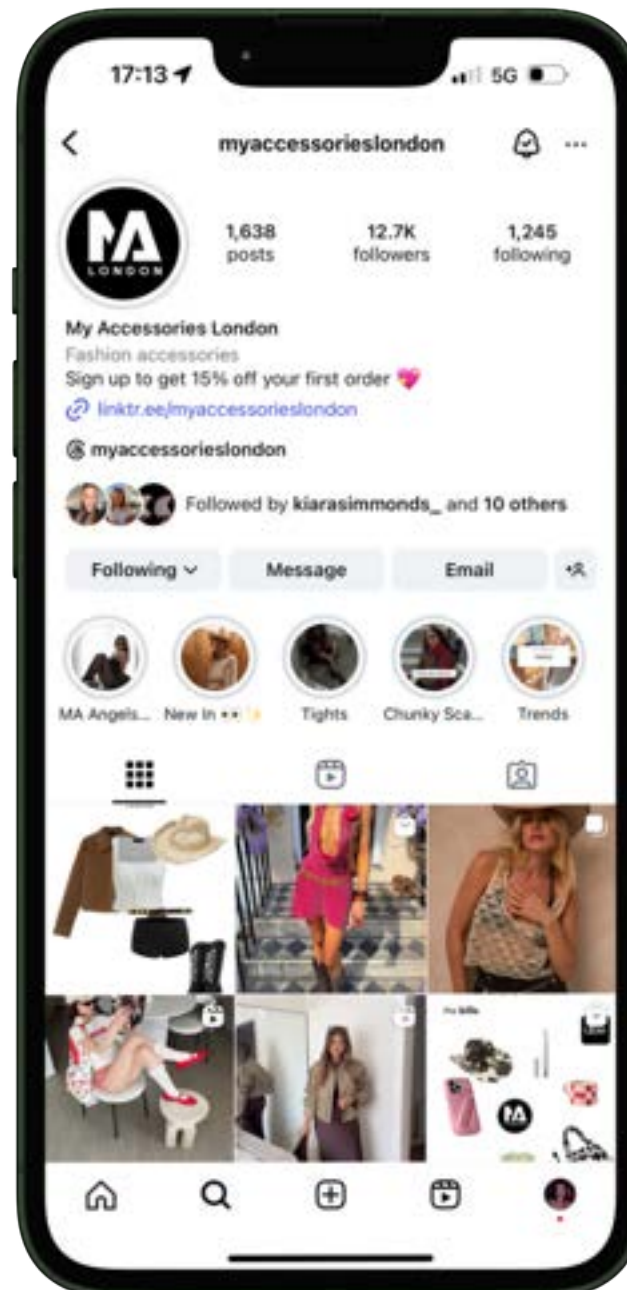
PERFORMANCE MONITORING & ENGAGEMENT

Track campaign performance, manage social media scheduling and engagement, and deliver data-driven insights to optimise future marketing efforts.

SOCIAL MEDIA

MY ACCESSORIES

LONDON





SS24



AW 24





SS 25



CREATING OUTFITS AND SOCIAL MEDIA POSTSWHICH WERE
SHOWCASED ON INSTAGRAM TIKTOK AND ONLINE E-
COMMERCE WEBSITE

CONTENT CREATION

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EVENTS

Assisted in coordinating PR events such as product launches, press conferences, and promotional activations. This includes managing event logistics, liaising with vendors and stakeholders, and ensuring all elements run smoothly to create a professional and engaging experience that aligns with brand objectives.

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EVENTS

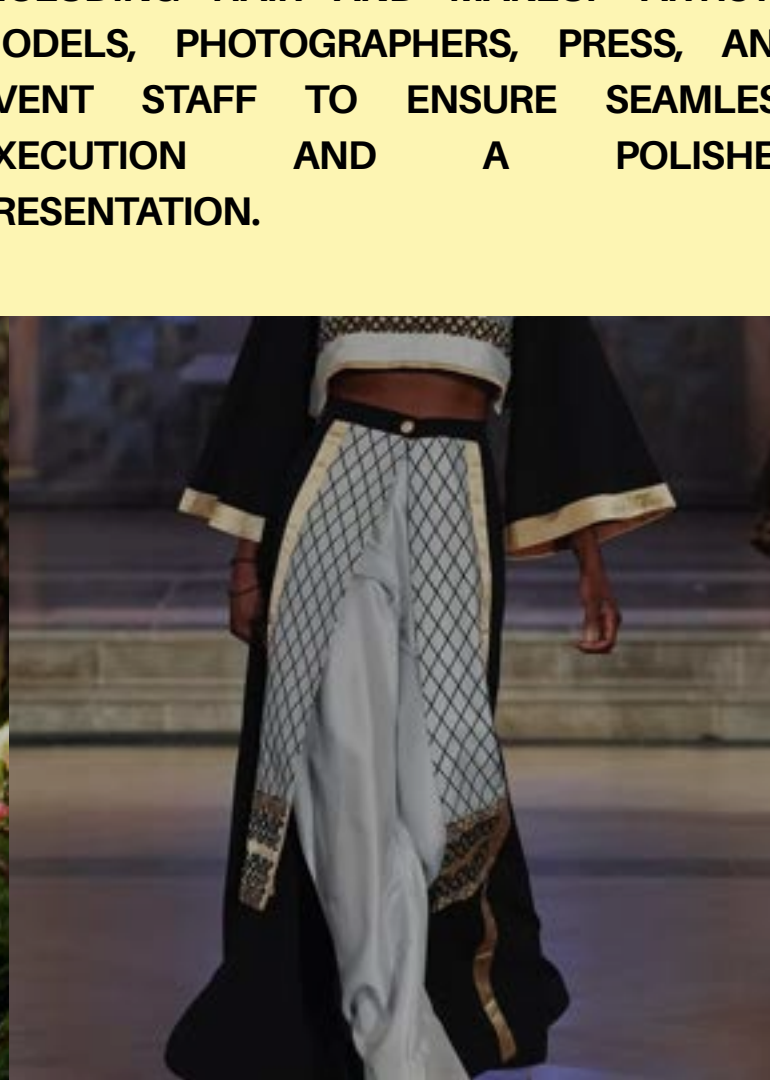
FABRIC PR



RUNWAYS

BLACKPINK

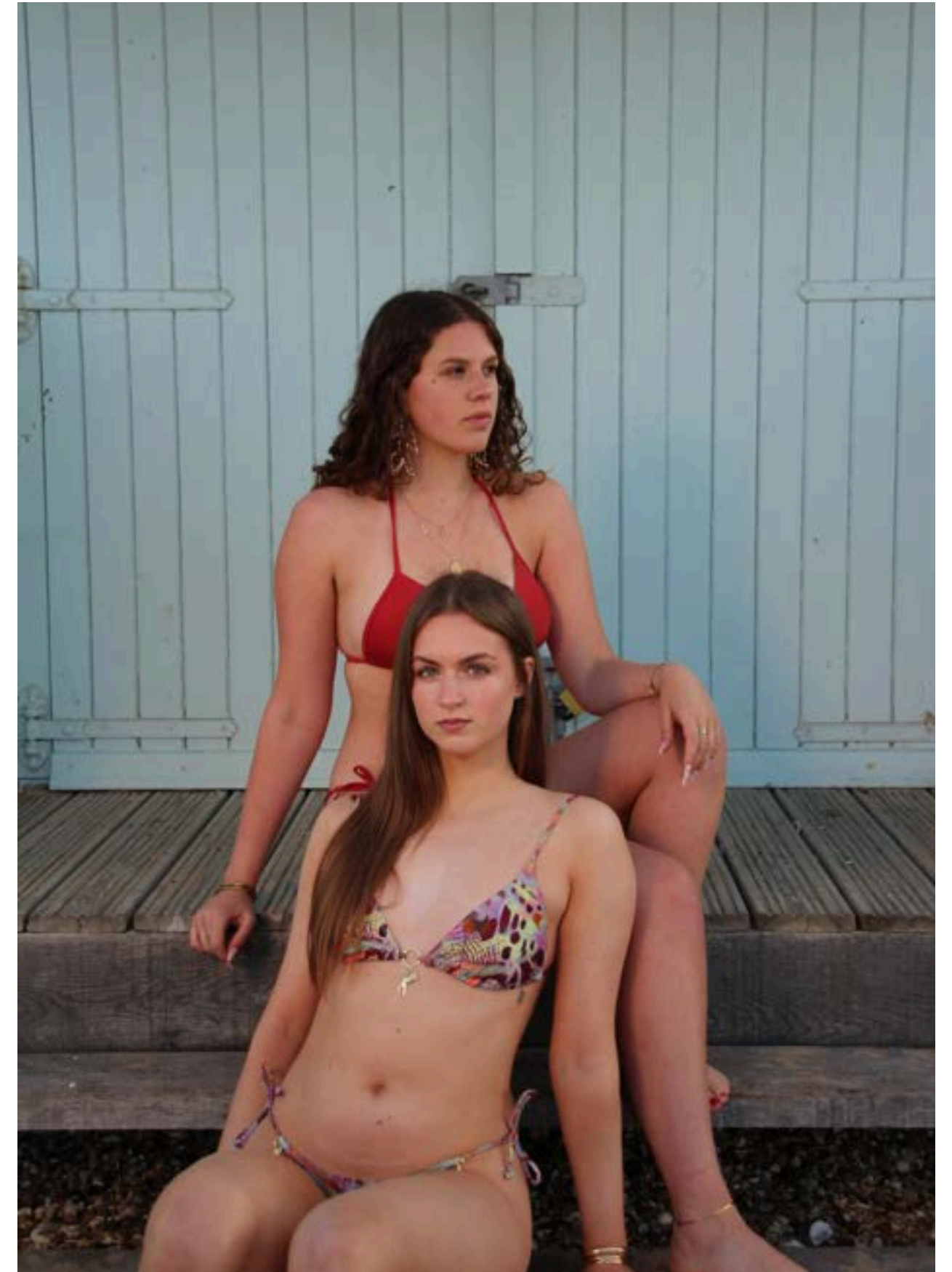
ASSISTED IN THE PRODUCTION OF RUNWAY SHOWS BY COORDINATING KEY ELEMENTS INCLUDING HAIR AND MAKEUP ARTISTS, MODELS, PHOTOGRAPHERS, PRESS, AND EVENT STAFF TO ENSURE SEAMLESS EXECUTION AND A POLISHED PRESENTATION.

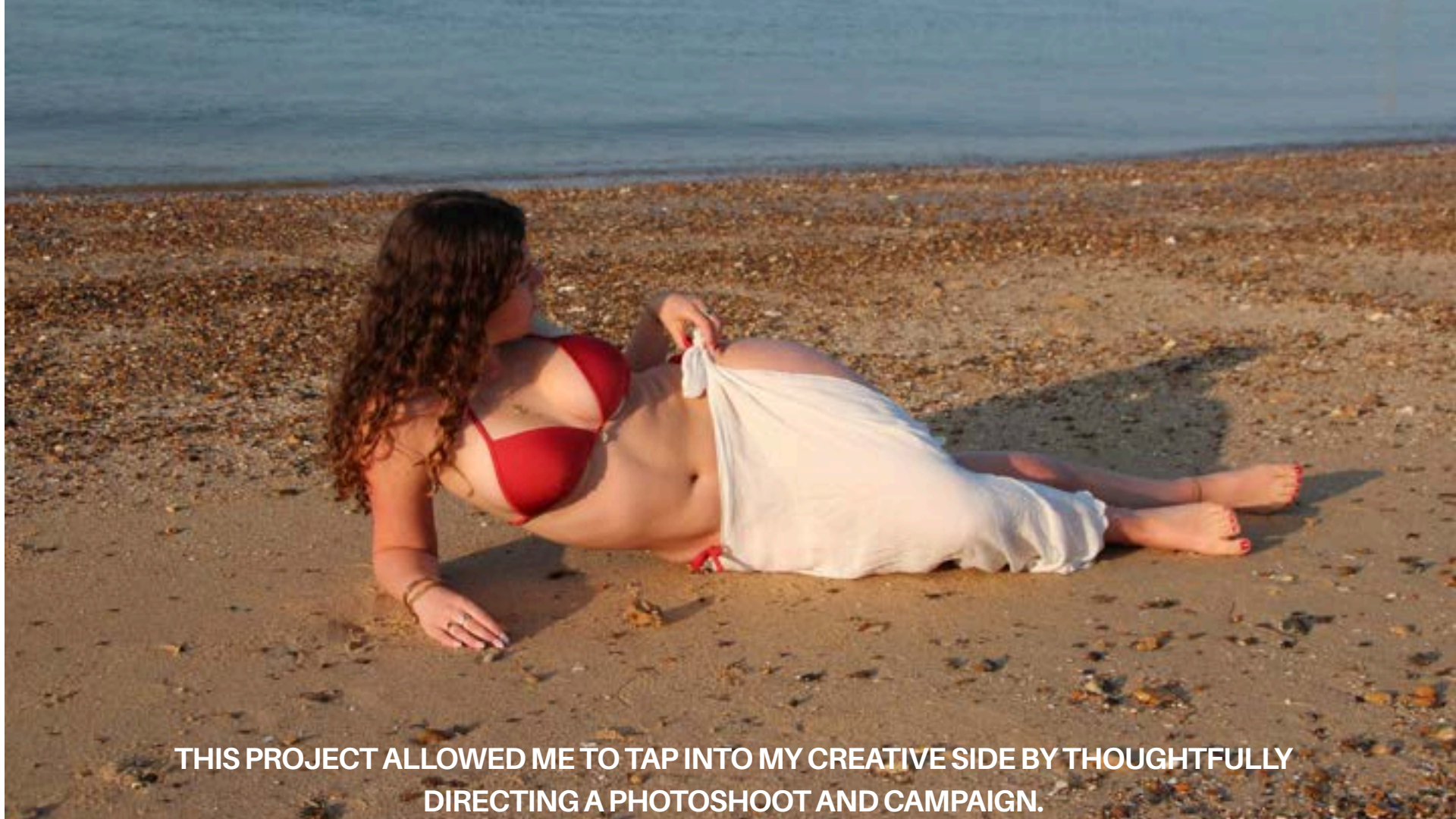
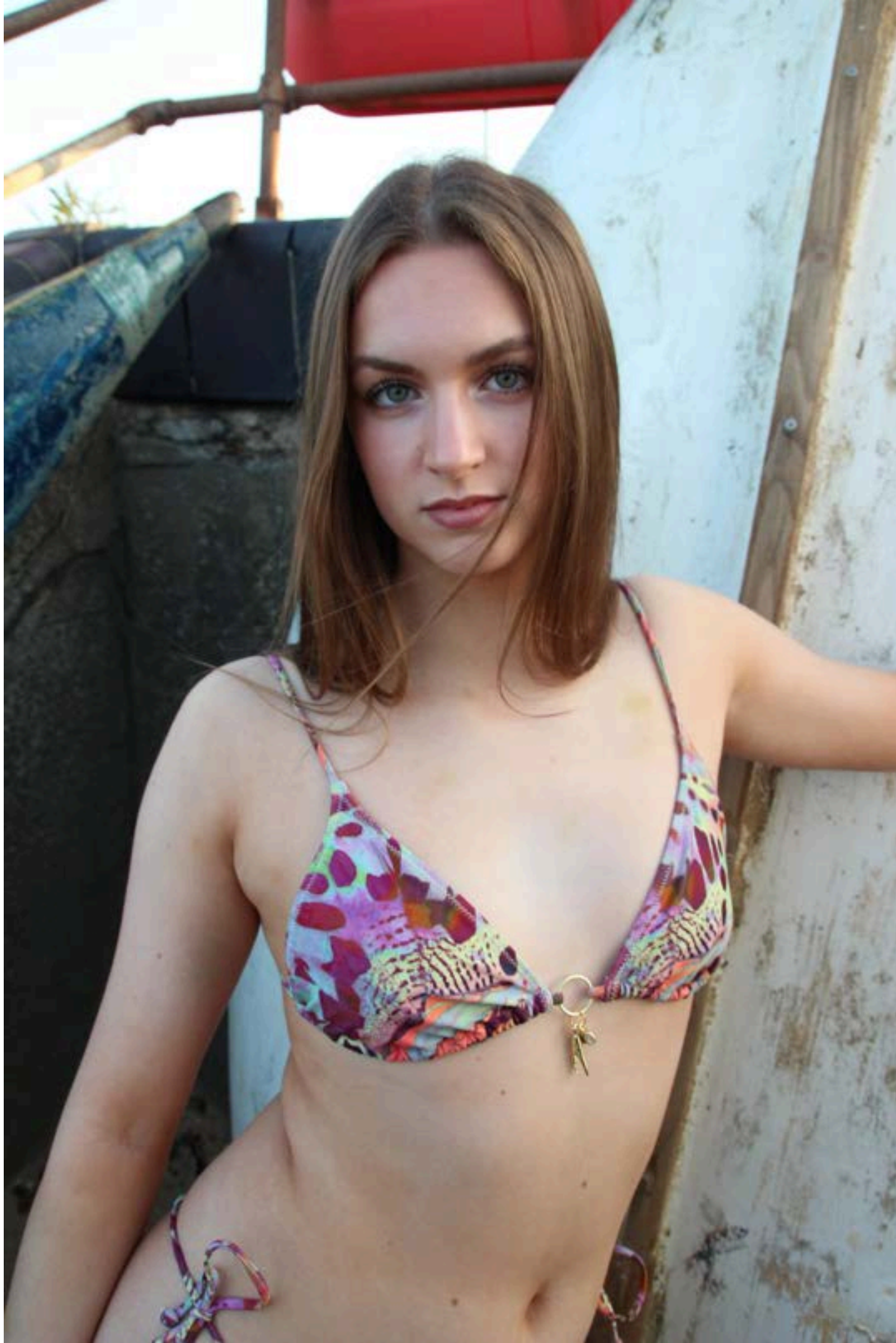


PROJECT

SIP & SWIM

IN THIS PROJECT I COLLABORATED CLOSELY WITH VIDEOGRAPHERS, MAKEUP ARTISTS, STYLISTS, PHOTOGRAPHERS AND MODELS. TAKING THE DUAL ROLE OF BOTH DIRECTOR AND MODEL. I CREATED A CAMPAIGN LAUNCHING A COLLABORATION BETWEEN TEA & TEQUILA AND FRANKIES BIKIS, ENSURING A COHESIVE AND VISUALLY AESTHETIC.



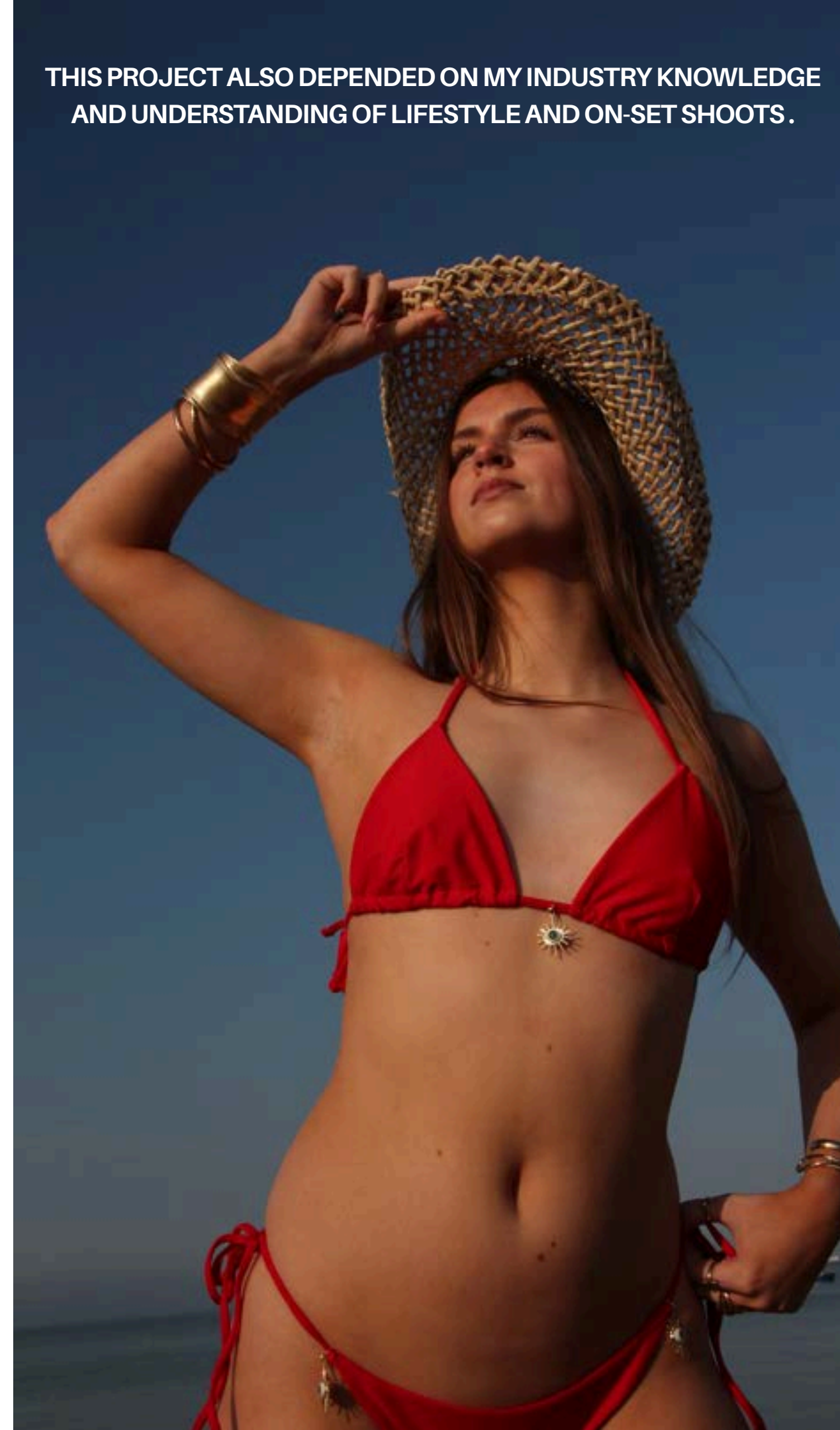


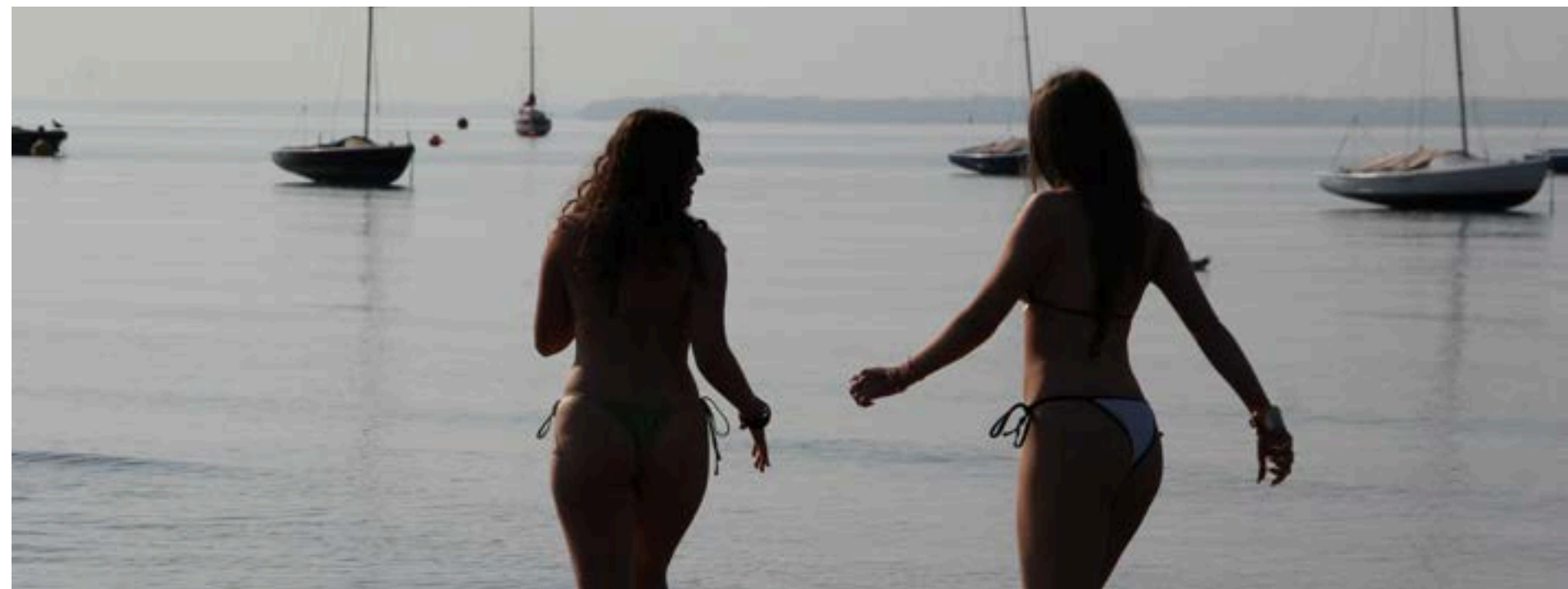
THIS PROJECT ALLOWED ME TO TAP INTO MY CREATIVE SIDE BY THOUGHTFULLY DIRECTING A PHOTOSHOOT AND CAMPAIGN.

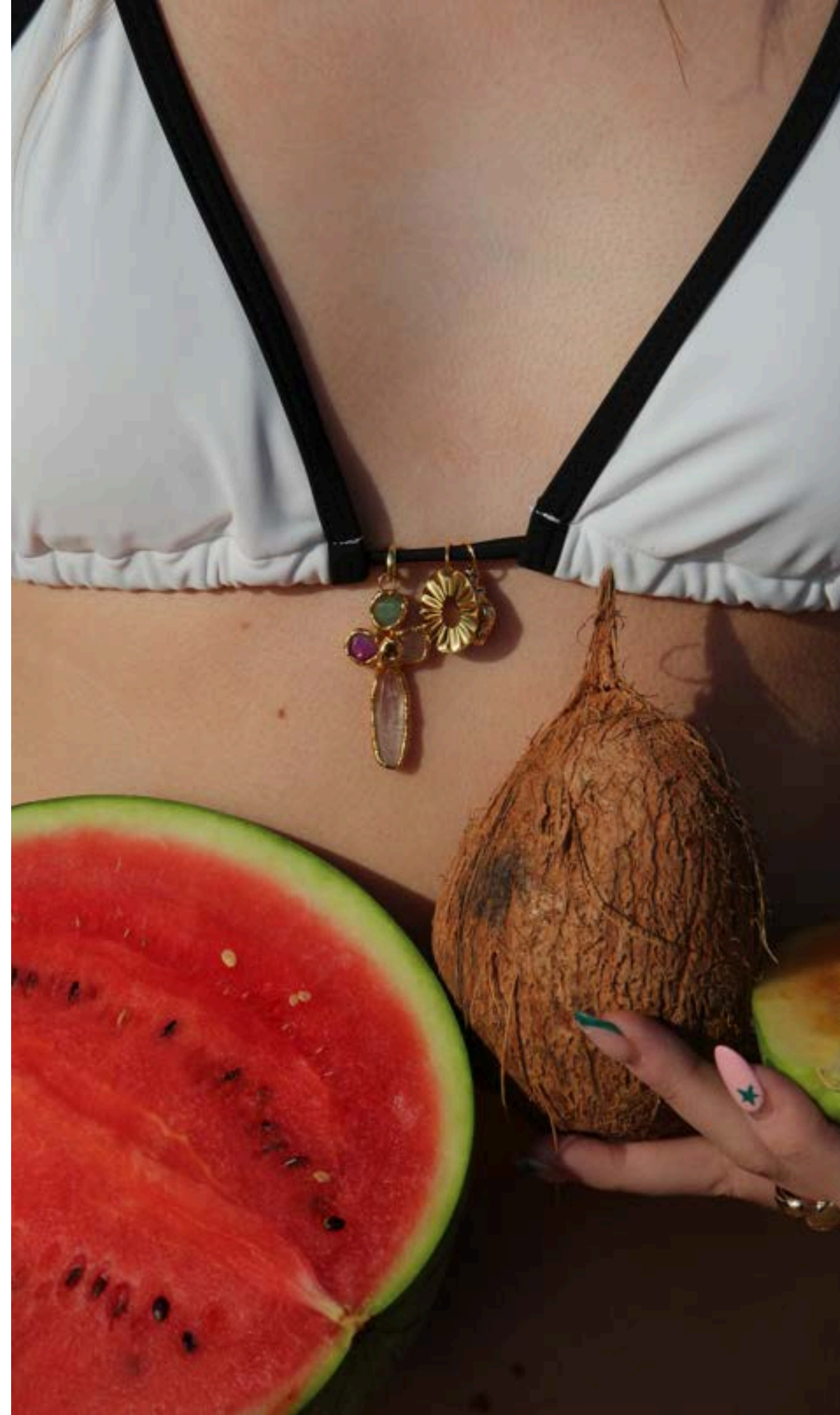




THIS PROJECT ALSO DEPENDED ON MY INDUSTRY KNOWLEDGE AND UNDERSTANDING OF LIFESTYLE AND ON-SET SHOTS.







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LET'S WORK
together

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