

ISABEL DOBSON

S U M M A R Y

I am a motivated, hard-working, and enthusiastic individual with experience working one-to-one, in small teams, and larger groups. I enjoy collaborating with a wide range of people, developed through roles in retail, two fashion PR internships (one agency and one in-house), and as a children's nursery assistant. In each role I have proven myself to be productive, assertive and keen to learn, showing adaptability and a strong work ethic across varied environments. In addition, teamwork is a key strength of mine; however, I can easily work independently and take ownership of tasks and projects.

Passionate about fashion, I am currently studying for a BA in Fashion PR at London College of Fashion, UAL (graduating July 2025). My internships and modelling experience, including building a professional portfolio and signing with a London-based agency, have given me valuable insight into both the creative and business sides of the industry.

I also have a broad range of interests including art, design, reading, and history, all of which influence and inspire my work in fashion. I look forward to applying this knowledge while continuing to learn and develop as I move into a career in the industry.

W O R K E X P E R I E N C E

- **Selfridges, Sales Associate** OCT 2024 - PRESENT
Working at Selfridges as part of retail agency Dweet, this role allows me to work flexible hours, predominantly the third floor womenswear contemporary studio, alongside my studies. Key responsibilities include till transactions, providing excellent customer service, fitting room assistance and stock room organisation.
- **16 Arlington, PR Intern** SEPT 2024
Assisted the PR and Marketing team with: press send outs, styling assistance, model fittings, showroom preparation, studio organisation and show dressing for the SS25 show. I also assisted the sales team in the showroom for the SS25 London sales and aided preparation for the Paris showroom. This position gave me first-hand experience of in-house brand activities, and an understanding of the deadlines and requirements of a busy, fast-paced business. I took responsibility for key tasks for the show itself, which demonstrated my ability to work well under pressure.
- **K&H Comms, PR/Showroom Intern** JAN 2024 - MAR 2024
During this internship I took on roles including showroom organisation, creating mailers for upcoming trends, brand sample trackers and helping create pitch deck visuals. It was a crucial step towards my future career in fashion communication, gaining experience of working in the high-pressure agency environment, alongside a strong team.

C O N T A C T

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E D U C A T I O N

2022 – 2025

UAL LONDON COLLEGE OF FASHION

First Class Honours Bachelor of Arts Degree in Fashion Public Relations and Communication

2020-2022

ALL HALLOWS SIXTH FORM COLLEGE

A-levels in Philosophy and Ethics: B, Art and Design: B, English Literature: C

2015-2020

ALL HALLOWS CATHOLIC SCHOOL FARNHAM

GCSEs: 2 level 9, 4 level 8, 3 level 7, 1 level 6

SKILLS

- Committed and hardworking; keen to learn new skills
- Knowledgeable with Adobe InDesign, Photoshop and Excel
- A responsible and respectful worker
- Confident in talking to people and always willing to help others
- Proactive, learning to recognise when jobs need to be completed
- Always up for a challenge and keen to push myself
- Good at writing and communicating, eye for detail
- Organised, thorough and well-structured in my approach to work
- Adaptable, working with a wide variety of people of all ages
- Work well in a high-pressure, fast-changing environment.

ACHIEVEMENTS

2020

Silver Duke of Edinburgh Award

PERSONAL INTERESTS

Fashion, Pilates, gym, running, reading, and travelling.

REFERENCES

Available upon request.

□ **Sweaty Betty, Sales Assistant**

FEB 2023 – JULY 2024

I began my journey with Sweaty Betty as I am a keen gym goer who is also interested in fashion and the market for female sports. Working at the flagship store on Carnaby Street quickly developed my understanding of the fitness fashion market and the challenges of the retail industry. I developed my confidence in this environment, enabling me to get involved with a diverse group of people which was particularly rewarding as a first-year student who had limited knowledge of the trading world.

□ **Alton School Nursery, Classroom Assistant** JUNE 2022 – AUG 2024

Working at a children's nursery was an entirely different and rewarding role for me. After A-levels I worked the entire summer and continued to pick up shifts when home during university breaks. My experience pushed my confidence in communicating with completely different age ranges and taught me some valuable skills including being highly adaptable, dealing with rapid change and coping with unexpected challenges.

□ **Between the Lines, Weekend Gift Advisor** APR 2021 – DEC 2021

My main responsibilities included customer service and advising and recommending purchases. I learnt to push my social and communication skills by dealing with the public. I also gained the ability to hold product knowledge and be part of a team whilst being self-sufficient.

Overall key responsibilities:

- Looking after and proactively advising customers
- Cross-selling and up-selling
- Stock checks, sales preparation and floor moves
- Payment handling
- High end/ high value products
- Learning routines and taking leadership of activities
- Reporting on events to senior members
- Maintain organised and neat environments