

Abigail J. Udoyen

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Fashion Management and Marketing graduate. Exceptional interpersonal skills. Keen in working in the Marketing field. Eager to gain quality experience and learn new skills from a hardworking team. A part of a creative collective known as BORN n BREAD that is created by 5 women as a platform for sharing nostalgic and current experiences and uplifting new or established creatives. In industries such as fashion and music. Showcasing and creating awareness of these creatives and lifestyle content through social media and Zines.

Employment

October 2013 - present	Sales Associate	The Vintage Store	London
<ul style="list-style-type: none">Visual merchandise - dress store displays and mannequins according to season and trendsAssisting with the opening and closing dutiesGood knowledge of vintage clothingDealing with stock replenishmentCashier - cash handlingAssisting in social media platforms ie. InstagramCustomer service - store promotions and in-house styling			
Sep - Dec 2015	Multimedia Intern	WAH Nails	London
<ul style="list-style-type: none">Filming events and nail art master classesPhotographing products and nail art for social mediaUpkeep and management of FacebookProducing a social media calender for Halloween			
April - May 2013	Stylist Intern	Alexis Knox (Notion Magazine)	London
<ul style="list-style-type: none">Completing returns and pick ups from PR companies and designers in LondonFilling out dockettsAssisting on a week photoshoot; steaming clothes, organising clothes/jewellery and dressing modelsGeneral cleaning and organising of office space			
March 2013	Visual Merchandiser Intern	Peter Jones	London
<ul style="list-style-type: none">Display merchandise and general upkeep following the current theme ie, Botanist themeReplenishment of stockDress mannequins and tables			
June - Aug 2012	PR Intern	MLPR - Fashion, Jewellery and Lifestyle PR company	London
<ul style="list-style-type: none">Office preparation - General cleaning and sample organising for client showcaseArrange clients clothes in order of season and colourFiling and scanning press clippings for websiteGeneral administrationProducing docketts and sample returnsPinterest and online management			
May 2010 - Jan 2011	Sales Associate	John Lewis	London
<ul style="list-style-type: none">Trend awarenessDisplay merchandiseGreat teamwork and customer serviceGood use of sales techniques			
Aug 2009	Trend forecasting Intern	WGSN	London
<ul style="list-style-type: none">Producing moodboardsTaking street style photographyUp keep of websiteMaking phone calls			

Skills

- Mac and Microsoft Office proficient - Knowledge of Photoshop, InDesign, Illustrator, Powerpoint, Excel and Word
- Commercially aware - able to collate and analyse research
- Clear and concise communicator, verbally and written
- Excellent time management
- Dynamic problem solver, self-motivated and organised team player

Education

2011 - 2014	UCA Epsom	BA Hons degree, Fashion Management and Marketing
<ul style="list-style-type: none">Rebranding of existing brand project		
2009 - 2011	City and Islington College	BTEC National Diploma in Fashion and Clothing Triple Distinction
2003 - 2008	The Grey Coat Hospital	10 GCSE's , A* - C

Interests

Zines - Baking - Fashion magazines - Street style/culture - Fashion photography - Events - GIFs - African prints/culture - Gold jewellery - Eclectic music - Plays trumpet - Fashion and arts exhibitions