



SKILLS

Adobe Illustrator ●●●●●●●●

Adobe InDesign ●●●●●●●●

Adobe Photoshop ●●●●●●●○

Adobe PremierePro ●●●●●●○

Adobe Audition ●●●●●○

Wix & Squarespace ●●●●●●●●

Mailchimp ●●●●●●●○

Wordpress ●●●●●○



WHAT ELSE?

The Drop podcast, co-host
(2017-2018, London)

UAL Artist in Residence
(2018, Almeria, Spain)

Fashion Futures 2030
Installation for the V&A museum's
'Fashioned from Nature' exhibit (2018)

Research & writing for Orsola
de Castro's 'Loved Clothes Last'
book, Penguin (2021)



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EDUCATION

2017 - 2018
University of the Arts
London, UK

MA Fashion Futures

Design, speculation, and fashion ideology for sustainable futures. Distinction.

2013 - 2017
Ryerson University
Toronto, ON

BDes Fashion Design

Specialised in womenswear. Participated in international exchange program at RMIT in Melbourne. Dean's List student.



WORK EXPERIENCE

March 2021 - Current
The Seam
London, UK

Head of Brand

- Leading the branding and communications of a fashion tech start-up to build an engaged customer base, develop responsible brand communications, and secure brand partnerships.
- Building a marketing strategy to launch the first iteration of product, designed to scale with a view to close VC funding round one by the end of 2021.

June 2020 - Current
The Right Project
The Slow Grind
Ninety Percent
L'Estrange London
Cotton Diaries
London, UK

Consultant

- Supporting a range of clients from ethical brands to NGOs to develop sustainability strategy, build engaged and dedicated communities, grow audiences and write & design beautiful, compelling content.

Oct 2018 - Feb 2021
Fashion Revolution
London, UK

Content Manager

- Developed social media, blog and digital communications strategy.
- Drove a 65% community growth, to a total online following of more than 750k across channels.
- Wrote press releases and liaised with journalists.
- Measured and drove community engagement and KPIs for grant makers.
- Delivered comms training to global volunteer network from more than 90 countries.
- Copywrote for website, social and campaigns.
- Created social media artwork and viral content.

Feb 2019 - Jun 2020
Create Sustain
London, UK

Creative Consultant, freelance

- Benchmarked the CSR policies of more than 200 luxury fashion and beauty brands for multibrand retailer clients, Net-A-Porter & Selfridges.
- Branding & designing client deliverables.
- Supported the launch of NET SUSTAIN beauty.

2017 - 2018
Colour Hive
London, UK

Copywriter & designer

Supporting a growing interior trend forecaster and creative insights agency with copy & design for client services along with in-house trend publication, MIX.