

# Lauren Cunningham

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A positive, motivated and committed individual who thrives on being thrown into the deep end. Organisation and communication skills are second nature due to university and work experience. Very interested in building on existing skills and developing a career within fashion journalism/ styling/ marketing/ content.

## Key Skills

- Excellent verbal and written communication skills developed through university assignments and prior work.
- Ability to well work as part of a team and individually under pressure, ensuring strict deadlines are met.
- Advanced creative eye and attention to detail.
- Strong knowledge of social media platforms and target demographics.
- Stand out knowledge of the current fashion industry.
- Proficiency in Microsoft Word, PowerPoint, Excel, Photoshop and Indesign.

## Education

2016 - present: UAL, London College of Fashion

3rd year MSC Strategic Fashion Management

2009 - 2016: Chelmsford County High School for Girls

International Baccalaureate: 37 points

English 6, Art 6, Psychology 6, Maths 6, Biology 7,

Italian 4, Core 2

## Additional

Express Facial Massage and Skincare Diploma

Natural Skincare and Nutrition Diploma

## Experience

Goldfinch Agency, Social Media/ Marketing Executive  
(Current - Part-time)

- Planning/ organising press days
- Managing online/ social media presence
- Gifting to key influencers
- PR for Sam Edelman and Excelsior

Cosmopolitan Magazine, Beauty Internship  
(September 2019 - October 2019)

- Writing articles for Cosmopolitan.com
- Liaising and managing PR samples/ requests
- Attending industry events

ITV2 / Keshet, Stylist Assistant  
(April 2019 - July 2019)

- Styling talent for new ITV2 show according to producers brief
- Liaising and managing PR samples

British Fashion Council, Marketing Student Placement  
(June 2018 - June 2019)

- Management of content series Fashion & Music - assisting with casting, logistics and edit
- LFW/ LFWF Handbook editor
- Assisting on creative look and feel for LFW / LFWM
- Asset creation for social media / print marketing
- Preparing production documents eg. commissioning letter / call sheet

Jenny Packham, PR Intern  
(April 2018 - June 2018)

- Sample management
- Showroom management
- Gifting / styling edits

Marie Claire, Fashion Assistant Internship  
(April 2018)

- Fashion cupboard management
- Liaising with PR's for samples

LOOK Magazine, Fashion Assistant Internship  
(March 2018)

- Writing content for LOOK.co.uk
- Stylist assistant
- Fashion cupboard management
- Booking cars / couriers

Grazia, Editorial Assistant Internship  
(December 2017)

- Fashion and beauty cupboard assistant
- Online content idea generation and research