



Illustration by Priscilla Fung

# Fashion Business School Creative CV Examples

A collection of example CVs designed to suit courses from  
LCF's Fashion Business School.



YOUR  
NAME

MOBILE:

EMAIL:

LOCATION:

LINKEDIN:

An open-minded, approachable and resourceful Visual Merchandiser with a sound and optimistic outlook. Possessing an excellent ability to motivate others, coupled with the ability to communicate comfortably at all levels ensuring an excellent working environment for all members. Has previous work experience Visual Merchandising within ready-to-wear high street brands and assisting during London Fashion Week for SS23. Proven reliability and commitment to a team, as well as confidence in own ability. Keen to develop skills in brand development.

#### TECHNICAL SKILLS

- Adobe InDesign
- Adobe Photoshop
- Adobe Illustrator
- Microsoft Suite
- JOOR
- Shopify
- MailChimp
- Social Media

#### KEY SKILLS

- Creativity
- Willing to learn
- Punctual
- Adaptability
- Resilience
- Networking
- Proactivity
- Collaborating

#### EDUCATION

##### **BA (Hons) Fashion Visual Merchandising & Branding**

UAL, London College of Fashion | 2021 - 2024

##### **Diploma in Professional Studies**

UAL, London College of Fashion | 2022 - 2023

##### **Short Course, Fashion Management**

UAL, London College of Fashion | 2021

##### **International Preparation for Fashion**

UAL, London College of Fashion | 2020 - 2021

#### FASHION INDUSTRY EXPERIENCE

##### **Visual Merchandiser**

Brand, 2022 - 2023

- Using and analysing of best sellers reports to adjust layout, presentation and displays to suit market
- Planning product ranges and stock plans with buyers and designers
- Trialling merchandising and window displays in concept store
- Writing visual merchandising plans, window guidelines and layout plannograms for stores and concessions

#### INTERESTS & HOBBIES

- Dance Leadership Award from leading dance classes in lower schools
- County Level Athlete in high jump and 100m hurdles
- Sport hobbies include tennis and running
- Interest in classic musicals and theatre

#### GENERAL WORK EXPERIENCE

##### **Visual Concept Assistant LFW**

Brand, October 2023

- Assisting in organising events
- Creating welcome packs
- Helping designers stream their collections

##### **Sales Assistant**

Brand, 2021-2022

- Providing outstanding customer service as recognised by 3 customer compliments to senior management
- Resolving customer complaints
- Monitoring and rotating stock/visual merchandising

##### **Personal Shopper**

Brand, 2020-2021

- Resolving customer complaints
- Styling customers and promoting brands
- Developing knowledge of fashion brands and processes

# YOUR NAME

An open-minded, approachable and resourceful student from London College of Fashion with experience in sales, press and marketing. A commercially aware individual committed to furthering achievement, and utilising creative and technical dynamism. Self-motivated and willing to learn, looking for a role in press and marketing.

## CAREER HISTORY

### **Editorial Assistant: Vogue Fashion Awards, 02/23 – Present**

- Writing and publishing articles weekly covering celebrity fashion, fashion week and style trends

### **Vice London: Social Media, & Marketing Intern, 01/22 – 04/22**

- Assisting in company launch through creating and maintaining all social media accounts
- Assisting with creating the brand website and data input
- Created and manage product inventory
- Liaising with press, designers and clients
- Assisting with in-store management and opening/closing store daily

### **Surgery Public Relations: Press Intern, SS22 01/22**

- Liaising with guests, photographers and interviews
- Organising backstage press attendance
- Organising interviews with designer

### **Outsource Australia: Marketing Intern, 03/21 – 05/21**

- Focused on customer acquisition through creating and hosting local events
- Conducted B2B presentations
- Projecting and tracking sales objectives

## WORK EXPERIENCE

### **Saint Laurent House of Fraser: Sales Associate, 10/22 – Present**

- Working with luxury leathers and exotic-skin materials
- Regularly achieving and exceeding personal KPI and sales targets
- Practicing and implementing values of the selling ceremony
- Cash management and opening/closing tills daily

### **Superdry: Sales Associate, 10/20 – 10/21**

- Acquiring and maintaining client relationships
- Regular customer personal styling appointments
- Learning specialist skills including alterations (particularly suiting), merchandise monogramming and assisting with styling trunks

## CONTACT

EMAIL

PHONE

LOCATION

LINKEDIN

PORTFOLIO

## EDUCATION

### **BA (Hons) Fashion Marketing**

London College of Fashion,  
2022 – 2025

### **Victorian Certificate of Education**

Highvale Secondary  
College, 2020 – 2022

### **Certificate III in Hospitality**

CBD College, 2020

### **Certificate II in Retail Warehousing Operations**

Kirana  
College, 2020

## SKILLS AND ACHIEVEMENTS

- LCF Course Representative
- Conversational Proficiency in Malaysian
- Proficient with Microsoft, Mac, SPSS, Word Press & Adobe applications
- Experienced user in social media and online content-sharing platforms
- Worked on a collaborative university project with ASOS

# Your Name

Email

Phone

LinkedIn

Website

Location

An ambitious and driven individual currently studying Fashion Management at London College of Fashion. Able to work under pressure with excellent commercial awareness and strong analytical skills. A resourceful determined thinker, aspiring to pursue a career in fashion merchandising.

## WORK EXPERIENCE

### **Base London Ltd Merchandising Assistant**

Essex (July 2023- present)

- Interim line manager for 4 months, in which I trained two new members of staff
- Managed merchandising department, covering holiday periods
- Weekly budget vs actual and like for like analysis, presented to management
- Liaising and planning Warehouse logistics, including in-transit shipments, stock movements and day-to-day running of warehouse.
- Buying plan and buying responsibilities
- Liaising with Indian, Chinese and Portuguese factories to ensure orders are manufactured and transported on schedule.

### **Jigsaw**

#### **Sales Associate**

London (January 2022- June 2023)

- Exceptional customer service
- Styling customers and personal shopping
- Processing orders
- Tailoring services

### **Kurt Geiger flagship store**

#### **Head Cashier**

London (January 2022- December 2022)

- Highest levels of customer service
- Working closely with the management team
- Sales reports and figures
- Training newer members of staff to operate the till systems

## EDUCATION

### **BSc (Hons) Fashion Management**

September 2022 - July 2025

UAL, London College of Fashion

### **A-Levels**

September 2020 – July 2022

6th Form College

- Fashion & Clothing (BTEC): Di\*Di\*
- Art: A

## KEY SKILLS

### **Personal Attributes**

- Curiosity
- Commercial mindset
- Time management
- Self-motivated
- Problem-solver

### **IT and Technical**

- Microsoft Office Package
- Adobe Photoshop
- WGSN, Mintel, Kantar
- Google Analytics

### **Awareness**

- Fashion buying
- Marketing
- Trend forecasting
- In-depth knowledge of commerciality

### **Communication**

- Advanced writing ability
- Internal and external tone of voice
- Developing brand story-telling

### **Teamwork and leadership**

- Collaborative Project at University
- Delegating tasks



# Your Name

Email:

Phone:

LinkedIn:

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Graduate of London College of Fashion with BSc (Hons) Psychology of Fashion, passionate about sustainability and social purpose within fashion marketing. Dedicated to pursuing a career in writing and communications with meaning, currently seeking a role within a B-Corp or non-for-profit publication based in London.

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## Professional Skills

**Adobe CC:** InDesign, Photoshop, Illustrator, Premiere, After Effects and Media Encoder. Microsoft Office: Word, Excel, PowerPoint.

**Additional:** Knowledge of WordPress, HTML/CSS and video compression techniques across platforms.

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## Experience

### **Intern Office Assistant, Penguin Books, July 2023 - January 2023**

- Update of digital platforms and promotions including the online Depop store and mailing list.
- In-house photography and product copywriting for new books and product releases.
- Front-of-house office duties including meeting preparations, invoices, post and arranging couriers.
- Assistance in the preparation and running of events including the release of the Gosha Rubchinskiy
- Crimea/Kids fanzine as part of the event Culture Now: Gosha Rubchinskiy held at The ICA.

### **Editorial Intern, Vice Magazine March 2022 - August 2022**

- Assistance to the Fashion Director and Fashion Editor in the management and planning of digital content for the 'GARAGE Go-Sees' project across all social media platforms during Paris Fashion Week 2014.
- Production of multi-platform digital content including video animation, GIFs, promotional imagery and copywriting for GarageMag.com and GARAGE Magazine's social media platforms.
- Assistance to the Online Manager and Editorial Director in the planning of digital content and the daily update of all of digital platforms.
- Design of marketing content and project proposals for GARAGE Magazine and GarageMag.com including the communication of the 'Blippar' app in accessing interactive print content throughout the magazine.

### **Design Intern, Dazed & Confused Magazine, January 2021 - April 2023**

- Assistance to the art department in the design of the front and back page layouts of Dazed & Confused.
  - The creation of original online promotional content including GIFs, image-collages and web banners for DazedDigital.com and AnotherMag.com.
  - Assistance in the research and production of titles for use in the current and upcoming issues of the magazine.
  - Assistance to the marketing department with the production of promotional press and events packages.
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## Education

### **2021 – 2024: London College of Fashion, BSc (Hons) Psychology in Fashion**

- Grade: First-Class Honours
- Consumer Behaviour, History and Theory, Social Purpose

### **2020 - 2021: Central Saint Martins, Foundation Diploma in Art and Design**

- Grade: Distinction