



Federica De-pasquale

MA in Strategic Fashion Marketing Student | Passions include: Content Creation, Brand Strategy and PR Management

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Languages

- English
- French
- Maltese

About

BRANDS WORKED WITH

- ESE Malta - European School of English
- JAYE Malta
- PwC Malta
- VF Group
- ZARA SA

Experience



Fashion Marketing Intern

VF Group | Sep 2022 - Dec 2022

- Analysed Malta's fashion industry statistics and conducted a comparative analysis of sales
- Met with the Logistics Department to discuss sales reports and customer feedback
- Devised strategies to drive online traffic to the website through Social Media
- Designed e-commerce graphics using Adobe Photoshop
- Produced written and graphic content for social media channels and newsletters
- Managed the website through Wordpress by updating the content and visuals



English Language Teacher

ESE Malta - European School of English | Jul 2021 - Aug 2022

- Researched new teaching techniques
- Prepared instructional teaching materials and resources consistent with our learning objectives and student needs
- Established individualized plans for students with special requirements
- Helped students to work independently and collaboratively in groups
- Created a supporting and positive classroom environment
- Resolved any crises formed in the classroom
- Established and maintained the schools policies by ensuring the appropriate standards of the students' behaviour

Retail Sales Assistant

ZARA SA | Nov 2019 - Jul 2021

- Meticulously handled POS system transactions include credit, cash, exchanges, returns, and refunds to ensure seamless and accurate cash flow
- Met daily KPI goals by measuring foot traffic into the store and upselling our best sellers
- Assisted to customer needs and provided them with high quality service while upholding brand standards and values to ensure customer satisfaction
- Maintained a clean, organized inventory and curated displays of rotating seasonal clothing and accessories
- Ensured accurate inventory counts for over 300 items by counting stocks and timely identifying and reconciling any discrepancies

Teacher and Event Planner

JAYE Malta | Jul 2019 - Sep 2019

- Promoted students' intrinsic motivation by providing meaningful and progressively challenging learning experiences which include: self-exploration, questioning, making choices, setting goals, planning and organizing, implementing, self-evaluating and demonstrating initiative in tasks and projects
- Provided opportunities for students to access and use current technology, resources and information to solve problems
- Ensured to build students' ability to work collaboratively with others
- Adapted instructions and support to students' differences in development, learning styles, strengths and needs

- Maintained a safe, orderly environment conducive to learning

Also:

- Outlined the scope of the event, including time, date, location and budget
- Coordinated event logistics and services, including technology and equipment needed to run the event, food, drinks, transportation, entertainment, and more
- Anticipated the clients' needs and prepared for any potential problems
- Produced and developed marketing materials

- **Junior Marketing Executive**

PwC Malta | Jun 2018 - Jul 2019

- Shadowed and assisted employees' in Graphic design and marketing departments
- Organized and assisted in the development of advertising campaigns and promotional events
- Wrote and proofread marketing copies for both online and print campaigns
- Assisted in data computation

Education & Training

- 2023 - 2024 ● **London College of Fashion, University of the Arts London**
Master of Arts - MA,
- 2020 - 2023 ● **University of Malta**
Bachelor of Arts - BA,
- 2018 - 2019 ● **ICE Malta**
Professional Diploma,