



# Chloé Demier

Studio Assistant

London, UK

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## Links

[LinkedIn](#) [Instagram](#)

## Languages

- English (Fluent)
- Spanish (Work Proficiency)
- French (Native)

## About

### BRANDS WORKED WITH

- Coventry University London
- Crew à la Mode
- 'Olga Anderson'
- Outside The Box Recruitment

## Experience



### ● Studio Assistant

Crew à la Mode | Mar 2022 - Now

The apparel and lifestyle agency. A decade of unrivalled experience. Trusted by the worlds most luxurious yachts.



### ● Temporary Sales Assistant

Outside The Box Recruitment | Nov 2021 - Jan 2022

OUTSIDE THE BOX RECRUITMENT Working for brands such as: ZIMMERMANN and GABRIELA HEARST Advise, assist and build customer loyalty on LRTW and Leathergoods products Assist on VM, support store front and display making Assist on Stockroom, remove packaging, place labels and security tags and steam garments Achievements: Not allowed to sell since it is only a temporary position, but made a best sale of £900 on first day



### ● Resourcer/Headhunter Intern

Outside The Box Recruitment | Sep 2021 - Feb 2022

OUTSIDE THE BOX RECRUITMENT Reporting to: MD and part of a team including 2 digital marketing assistants Human Resources: Researching resumes in database and portfolio sites (FashionJobs.com / Influence CMS System) Using boolean and other search options to find the qualified candidates Sending job offers to potential candidates (direct / indirect sourcing) Posting and writing advertisements on jobs sites and social medias Maintaining candidate database CV writing Identifying business opportunities Interviews confirmations + interviews making Marketing: Part of the marketing team Social medias weekly meetings about Instagram, Facebook and LinkedIn Prepare OTB new marketing strategy by creating new contents Assist in the creation of OTB Blog and A Day in the Life Of Achievements: Places 2 people on my own in Full-time Permanent positions for 2 luxury brands in Paris and London and 2 other in Full-time Temporary positions for 2 luxury brands in London Help identified / placed / interviewed 60 candidates Creation of the Social Media Calendar for the year 2022 Manage to find on my own the next 2 subjects for the coming fashion-related blog articles and assist in the validation of the final version

### ● Digital & Social Medias Intern

'Olga Anderson' | May 2021 - Aug 2021

LUXURY WOMENSWEAR 'OLGA ANDERSON' Reporting to: Founder and part of a team including 1 Marketing assistant, 1 PR assistant, 1 copy-writer and another intern Support to the marketing strategy re-branding in partnership with the MD and the marketing assistant while staying true to the brand DNA and vision. Organization of the annual calendar 'posts on social medias platforms' and 'blogs articles publications' both on the main website and through other e-magazines Closely working with the PR team and the intern while ensuring to respect timing Strategy, marketing concept (Google Business and storytelling Managed contents on social medias accounts Developed methodology tools for efficient competitive analysis Benchmark and develop competitors portfolio for the UK Magazines Market Edited and corrected Fashion blogs articles to ensure SEO strategy is performing Development and management of the Instagram / Facebook Boutiques Development of a digital marketing strategy in relation to the future strategy of a Fashion E-Magazine

- **School Project Manager**

Coventry University London | Jan 2021 - Mar 2021

Creation of the event 'FIND YOUR WAY INTO FASHION' as part of the 'Fashion Careers Week 2021' Reporting to: 2 Head Lecturers and part a team including 4 others PM and 10 students Management: Created schedules and collect documents to orient and guide projects and outcomes Managed expectations and track risks Communicated with Head Lecturers and IT team about scheduling, staffing and technical requirements Marketing: Managed content on Social Medias accounts (Instagram and Eventbrite) Edited and copywritten the main website of the Fashion Careers Week 2021 PR: Oversee public relations communications: handled communications about clients to the public, supervise social media content, press release and professional emails Coordinated public relations materials by creating press release, official poster and promotional video clip for the whole week Achievements: Most successful event of the week (best grade, most people attendance and biggest guest name) Successfully managed to invited 3 Female UK-Fashion Entrepreneurs including Rene McDonald from LISOU and still in contact with them Got promoted to Manager of all the PM: had to coordinate strategies projects across all teams, dealing with problems and resolved them, in charge of the main website and creating the poster/video, doing weekly meeting with Head Lecturers to ensure everything was in relation with the main topic

- **Logistics & Customs Intern**

| Jan 2019 - Feb 2019

PUJOL VERDAGUER Management of receipts and shipments Supervision of the preparation and packaging line Stock management Editing of transport and delivery documents Setting up and supervision of inventories Permanent search for process optimisation Preparing customs statements and reports