



Ngadi Vandy

Cultural Marketing & Events

London, UK

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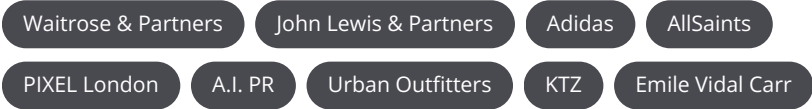
Languages

English (Native)

About

An accomplished and high-achieving creative professional bringing experience in Marketing and Public Relations with the Music and Fashion Industry. With a proven track record of creating quality produced content as well as creative direction to talent and brands. Diligent and focused, demonstrating exceptional attention to detail along with the motivation and multi-tasking abilities required to meet demanding deadlines. Now looking further opportunities within PR and Marketing

BRANDS WORKED WITH



Experience



● Customer Loyalty Marketing Assistant

Waitrose & Partners | Sep 2020 - Sep 2022

Support the end to end campaign management; planning, briefing, and delivery of highly profitable CRM campaignsProject support for myWaitrose strategic projectsSupport implementing customer smart journeys and data-driven marketingGeneral support across all myWaitrose activities



● Partner

John Lewis & Partners | Oct 2019 - Sep 2020

//Utilising Interior Design and Styling expertise whilst Visual Merchandising to maximise the aesthetic of the diverse products with the intent to increase sales with in-store displays and displays throughout Canada Place Shopping Mall.//Engaging and inspiring the customer through the skill set of marketing, storytelling and colour theory. Leading them to buy Promotional/ Seasonal goods and encourage footfall.//Specialising in Bed & Bath and Kitchenware, serving as an advisor to find the best product for the customer when it come to function and blending their own personal style with current interior trends.



● Entertainment and Influencer Marketing Intern

Adidas | Sep 2018 - Dec 2018

// Product Handling: includes having product knowledge, maintaining high standards of merchandise, managing accurate records of stock inventory. Also, gifting the talent on Adidas's roster.//Campaign Fitting/ Styling: For the December 2018 E-commerce campaign; Assisting in confirming looks with artists.//Assisting with Artist Liaison: Building up relationships with talent.//Supporting with the launch of Stromzy's Merky x Adidas A/W 2018/9 collaboration; promotional music video, gifting product and launch party



● Fashion Stylist

AllSaints | Jun 2018 - Oct 2019

//Personally shopping with clients being aware of current trends and understanding their wants and needs.//Working with and assisting the visual merchandisers on the shop floor as well as mannequins.Achieving sales targets set by the company and Sales Managers.



● Content & Curating Teamleader

PIXEL London | Apr 2017 - Jun 2017

//Pixel London, student leaded creative collaboration platform. Working the team to in collecting and finalising content for both the website and the gallery at the launch event, Somerset House.



- **Showroom Intern**

A.I. PR | Jan 2017 - Mar 2017

//Displayed visual merchandising skills with luxury brands in the showroom while providing excellent customer service to our international client.//Assisting with Talent and Artist Liaison.//Showing good communication skills through admin activity using software such as Fashion GPS and using telephone proficiency.//Assisting with press and marketing promotion in the lead up to press events and Fashion Week. During events working Backstage with talent, photographers and press also entertaining VIP Guests.



- **Sales Associate**

Urban Outfitters | Jun 2016 - Jun 2018

//Developing cultural awareness, working in a Flagship store, using initiative to providing service and communication skills adapting to the full range of global customers.//Working successfully under pressure on Oxford Street, one the busiest shopping regions in Europe. Ensuring goods were well displayed, providing a comfortable environment for customers to shop in and also theft prevention.



- **Intern**

KTZ | Jun 2016 - Jun 2016

//For London Collection Men Spring/Summer 2016 KTZ Fashion show assisting setting up for the catwalk show, working as a dresser, putting models in the different looks.//During the show guiding invited guest to their seats



- **Studio Intern**

Emile Vidal Carr | Aug 2015 - Sep 2015

//Assisted the Designer, leading up the completion of the A/W 2015 Collection, Using skills such as Sewing and Pattern Cutting//Assisted with the Photoshoot for the A/W 2015 Lookbook, acted as a runner, helping the Photographer and the Stylist on Set

Education & Training

2015 - 2018

- **Ravensbourne**

Bachelor's Degree,