



Olivia Foster

Music Retail, Talent Liaison & Digital Marketing

Bristol, UK

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Languages

English (Native)

French (Basic)

About

I am a highly motivated individual with a fervent interest in the arts, fashion, and music. My professional experience spans multiple industries, including music retail, customer service, talent liaison, and digital marketing, providing me with a diverse and versatile skill set. My time at Rough Trade, where I immersed myself in the live music scene, has been particularly invaluable, as it has allowed me to develop a deep understanding of the industry and its nuances. Additionally, I have had the privilege of working with esteemed brands such as HAY and ISSEY MIYAKE, which has enabled me to cultivate a keen eye for aesthetics and marketing. I take pride in leveraging my artistic creativity and communication skills to connect with audiences through engaging content and social media.

BRANDS WORKED WITH

- Banshee Magazine
- Beautystack
- Clear Cut Pictures
- Full Fat TV
- Good Results PR
- HAY
- Issey Miyake
- Jigsaw
- Knight Ayton Management
- Rough Trade
- Space NK

Experience



Retail Supervisor

Rough Trade | Aug 2021 - Jun 2023

- Led exceptional customer service, promptly resolving inquiries to ensure customer satisfaction.
- Collaborated with the sales team, demonstrating strong teamwork and leadership skills.
- Maintained store appearance and visual merchandising standards, showcasing an eye for aesthetics and design.
- Assisted in creating and executing successful social media campaigns for music events, resulting in increased online visibility and ticket sales.
- Acted as front of house during events, ensuring a welcoming atmosphere for guests.
- Additionally, working at Rough Trade granted me exclusive access to gigs by renowned artists allowing me to stay connected to the latest trends and emerging talents in the industry.



Sales Assistant

Rough Trade | Dec 2020 - Jul 2021

- Provided exceptional customer service, offering personalised music recommendations to customers and fostering strong connections with the brand.



Junior Researcher

Full Fat TV | Sep 2020 - Jan 2021

- Conducted thorough research on various topics and talent opportunities, ensuring accuracy and relevance for ongoing and potential development opportunities.
- Participated in brainstorming sessions, contributing creative input and innovative ideas to enhance project development.
- Assisted with administrative tasks, supporting the recruitment of freelancers.



Sales Advisor

HAY | Nov 2019 - Sep 2020

- Engaged with customers, offering product and design knowledge and advice, enhancing customer satisfaction and brand loyalty.
- Assisted in visual merchandising and store layout changes, contributing to an attractive shopping environment.
- Effectively handled customer inquiries and sales transactions, ensuring a seamless and enjoyable shopping experience.

- Collaborated with the sales team to achieve sales targets and provided exceptional customer service to retain loyal customers



● Talent Agent Assistant

Knight Ayton Management | Jan 2019 - Aug 2019

- Supported talent agents with calendar management and client communication, demonstrating excellent organisational and coordination skills.
- Worked closely with bookers, television producers, and clients to coordinate interviews and bookings, fostering strong professional relationships.



● Seasonal Sales Advisor

Space NK | Dec 2018 - Dec 2018



● Press Assistant

Issey Miyake | Aug 2018 - Dec 2018

- Managed sample requests and press inquiries, ensuring seamless communication with media outlets to maximise brand exposure.
- Sent samples to VIPs and sourced samples for important photo shoots with influential stylists and photographers, increasing brand recognition and press coverage.
- Assisted in preparing for fashion week and sending invitations to VIP guests and industry professionals.
- Supported the Director of Press and Public Relations, contributing to effective media relations and brand representation.
- Monitored press coverage of ISSEY MIYAKE brands and archives from reputable sources and social media.

● Social media intern

Beautystack | Dec 2017 - Jan 2018



● Style Advisor

Jigsaw | Nov 2017 - Jun 2018

● Contributing Editor

Banshee Magazine | Jan 2017 - Nov 2017

- Spearheaded content creation and curation for a feminist and contemporary art magazine, honing storytelling abilities and crafting compelling narratives.
- Leveraged social media platforms to promote magazine launch, articles and engage with the online community, building digital marketing expertise.
- Sourced funding from investment opportunities, fundraising, and advertising from galleries.



● Social Media Intern

Good Results PR | Dec 2016 - Dec 2016

- Created and scheduled content for Clothes Show Live, increasing followers and engagement, showcasing skills in social media management and community building, and further enhancing content creation capabilities.
- Collaborated with VIPs and influencers to create exclusive content, increasing engagement and brand awareness - behind-the-scenes stories, influencer takeovers, etc.



● Post Production Runner

Clear Cut Pictures | Jan 2016 - Jun 2016

- Assisted in post-production tasks for television projects, showcasing organisational and multitasking abilities.
- Took care of talent during recordings, ensuring their comfort and needs were met.

Education & Training

- 2014 - 2014 ● **Hungarian University of Arts**
Erasmus Programme, Sculpture and Intermedia
- 2012 - 2015 ● **Chelsea College of Arts, University of the Arts**
BA (Hons), Fine Art
- 2011 - 2012 ● **University of the Arts**
Foundation Diploma , Art and Design
- 2007 - 2011 ● **Kings High School**
A Levels, French, Art and Design, and History of Art