



# Rawan Alshwaiki

Production Assistant

London, UK

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## Languages

- French (Basic)
- English (Native)
- Arabic (Native)

## About

As an award-winning graduate, I breathe life into creativity. My passion for details fuels my ability to transform briefs into captivating concepts and creatively solve challenges. A results-oriented multi-hyphenate, I've consistently elevated revenue, surpassing sales targets with a tenacious, target-driven approach. An eager learner and team enthusiast with proven ability to establish and maintain excellent communication and relationships with clients.

### BRANDS WORKED WITH

- RoboLand Edutainment
- Space NK
- University of the Arts London
- Frieze Masters and London (Annual Event)
- Ôshen Studio
- LYRA Swimwear

## Experience

### ● Graphic Designer

RoboLand Edutainment | Jan 2024 - Now

- Created visual assets such as social media graphics, website banners, and promotional materials.
- Designed web banners, display ads, and social media covers for various marketing campaigns.
- Collaborated with the marketing team to ensure brand consistency and alignment with campaign goals.
- Developed custom illustrations, icons, and infographics to enhance content and user engagement.
- Edited and retouched photos for use in marketing and promotional materials.
- Managed multiple design projects simultaneously, ensuring timely delivery and high-quality standards.



### ● Beauty Advisor

Space NK | Feb 2023 - Jul 2023

- Delivered unparalleled customer advice by leveraging extensive product knowledge, ensuring consistently exceptional customer experiences.
- Collaborated seamlessly within a cohesive team, consistently prioritizing a 'customer-first' approach to deliver outstanding service.
- Surpassed sales targets and significantly contributed to achieving the company's acquisition goal for N.dulge, demonstrating a results-driven approach.
- Distinguished for clear and concise communication with the store team, fostering a collaborative and efficient work environment.
- Confidently liaised with external business partners and engaged with store visitors, maintaining high communication standards and fostering positive relationships.



### ● Careers and Employability Content and Marketing Assistant

University of the Arts London | Sep 2022 - Feb 2023

- Supporting the Digital Comms Coordinator and E-Commerce and Marketing Manager with departmental and project marketing strategies.
- Examining data around scheduling (e.g. types of content, timings) to support scheduling.
- Engaging with other organisations and influential accounts online to enhance our visibility and relevance.
- Seeking out good news stories from across the department to be developed as content.
- Taking ownership of recurring social posts (e.g. What's on, Jobs round-up).
- Assisting with filming and photography as needed.

### ● **VIP Assistant**

Frieze Masters and London (Annual Event) | Oct 2021 - Oct 2023

- Served as a front-facing representative at Frieze VIP desks, adeptly addressing VIP inquiries and providing exceptional customer service.
- Managed a spectrum of queries from VIPs, exhibitors, and members, showcasing proficiency in troubleshooting digital pass issues and facilitating access to fairs.
- Played a pivotal role in the VIP experience by approving gallery and museum VIP invite nominations, contributing to an exclusive and curated event guest list.
- Demonstrated efficiency in creating invitations through the CRM system, ensuring a seamless process for VIPs and enhancing overall event organization.

### ● **Executive Production Assistant**

Ôshen Studio | May 2021 - Sep 2022

- Orchestrated seamless shoot setups, ensuring optimal conditions for production.
- Initiated and cultivated collaborations, expanding the network and enhancing the brand's creative partnerships.
- Led the management of dynamic social media accounts, consistently increasing engagement and follower base.
- Produced content that resonated with the target audience, fostering a sense of community and brand loyalty.
- Streamlined the invoicing process, ensuring accuracy and timely payments for services rendered.

### ● **Fashion and E-Commerce Intern**

LYRA Swimwear | May 2021 - Aug 2021

- Drove impactful digital marketing campaigns and newsletters, resulting in increased brand visibility and engagement.
- Successfully orchestrated influencer collaborations, showcasing adept negotiation skills and expanding brand reach.
- Provided valuable research insights and constructive feedback on designs, contributing to the enhancement of creative projects.
- Strategically planned and executed social media initiatives, including takeovers, launches, and community building across diverse platforms.
- Led the planning and execution of content creation days, ensuring a cohesive and compelling brand narrative across various channels.

## **Education & Training**

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2023 - 2023

### ● **University of the Arts London**

Design for Art Direction,

2019 - 2023

### ● **University of the Arts London: Central St Martins**

Bachelor of Arts, Fine Arts