



Emefa Dabla

A professional with experience in the PR/ Communications industry, who is looking to gain valuable experiences.

London, UK

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Languages

German (Native)

English (Fluent)

Spanish (Basic)

About

I am a hardworking and collaborative young professional with experience in the PR & Communications industry. I strive to gain valuable experiences within the creative industry where I can build upon my skills and utilise my hardworking and curious nature.

BRANDS WORKED WITH



Experience



● PR and Gifting Assistant

Stella McCartney | Nov 2022 - Dec 2022

- Daily management of gift processing and gift wrapping
- Presented gifting decks to the Creative Director
- Managing send-outs of the gifts
- Courier Bookings



● Warehouse Operative

Flannels | Jul 2022 - Sep 2022

- Prepared and packed merchandise for shipment
- Performed equipment safety reviews and quality control on merchandise
- Operated assigned warehouse equipment in performing functions of the job



● Junior Account Executive

Hunt & Gather | Jul 2021 - Jun 2022

- Overlooked the following accounts: Amazon Consumer, Club Med -luxury travel, Fever - entertainment, Kalinko - sustainable homeware
- Tracking coverage as well as completing coverage reports
- Pitching to media and journalists
- Writing press release
- Assisting with events management
- Communicating and liaising with clients
- Creating Influencer campaigns
- Handling administrative tasks



● Market Research Interviewer

Kudos Research | May 2021 - Jul 2021

- B2B and B2C Market research in form Questionnaires and Surveys for the German, Swiss and Austrian market



● Customer Service Representative (Back Office)

Transport for London | Jun 2020 - Aug 2020

- Dealing with Customer Representations for the London Congestion Charging Scheme
- Deal with Customers complaints and questions about fines

● Market Researcher

Maritz CX | Jun 2019 - Aug 2019

- B2B and B2C Market research in form Questionnaires and Surveys for the German, Swiss and Austrian market

● Warehouse Operative

KESKO GmbH | Jul 2018 - Sep 2018

- Prepared and packed cosmetic products for shipment
- Performed equipment safety reviews and quality control on the cosmetic products



- **Sales Assistant**

Claire's | Apr 2017 - Jun 2017

Claire's is a accessories, jewelry and toys retailer. During my time as a Sales Assistant at Claire's I was responsible for serving customers and dealing with enquiries, handling product returns and payment refund requests, arranging products on the shelves and on promotional displays, unpacking and sorting new stock delivery
Managing product inventory at the store as well as piercing duties.



- **Press Assistant and Press Day Events Coordinator**

Lux Afrique Boutique | May 2023 - Aug 2023

- Event Planning: Organising and managing aspects of the Press Day including scheduling, logistics and coordination
- Media Relations: Establishing relationships with media, journalists and influencers to promote the Press Day and the Polo Day and to secure coverage
- Guest and VIP Management: Overseeing guest list, invitations, RSVPs and hospitality services for the guests
- On-site Coordination
- Photography and Videography Coordination, for promotional purposes



- **VIP Assistant**

Stella McCartney | Mar 2023 - Apr 2023

- Managing sample requests, including send-outs and deliveries through Fashion GPS
- Managing stock levels and ensuring that the showroom is managed and merchandised efficiently
- Tracking coverage of Stella McCartney both online and in print
- Assisting with the organisation of seasonal shows
- Assisting the VIP Manager and the wider Press team on admin tasks.

Education & Training

2021 - 2022

- **Nottingham Trent University**

Masters of Arts, MA Luxury Brand Management

2018 - 2021

- **Coventry University**

Bachelor of Arts (Honours), BA (Hons) International Fashion Business