



Mara Sibillo

Fashion Journalism & Content Creation student at London College of Fashion (University of the Arts London)

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Languages

English (Fluent)

Italian (Native)

About

At Selfridges, I mastered shoe sales, excelling in customer service and product knowledge. My expertise includes transaction handling and providing personalised shopping experiences. Fluent in basic English, my flexible approach enhances any retail setting, especially in luxury footwear.

BRANDS WORKED WITH

Selfridges

Experience



● Sales Associate

Selfridges | Jun 2023 - Aug 2023

Developed an understanding of diverse shoe types, understanding their distinctive features, materials, and brand histories. Consequently, I can provide customers with valuable, informed recommendations and insights to enhance their shopping experience. Proficiently handled cash transactions, executing efficient cash-outs and cash-ins with meticulous attention to detail and adherence to declaration protocols. Entrusted with opening and closing responsibilities, managing the shop's float at the beginning of the day and ensuring the closing procedures are completed. Delivered exceptional customer service, building solid relationships with clients, understanding their preferences, and offering personalized shopping experiences. Collaborated with team members to maintain the shop's appearance, ensuring the ambience matched the exclusive jewellery department.

Experiences

● PR Assistant & Social Media Executive

Notion Media | Sep 2022 - Dec 2022

Managed and maintained social media accounts of different clients, consistently creating and publishing engaging content that drove audience growth and fostered community engagement. Monitored and tracked media coverage and social media conversations with Roxhill, providing regular reports and insights to clients. Collaborated with influencers and brand ambassadors to create authentic and impactful collaborations, driving brand awareness and expanding reach within target demographics. Assisted in the development and execution of influencer marketing campaigns, managing influencer relationships, tracking performance, and evaluating the impact on brand awareness and engagement. Facilitated product packaging and shipping process to influencers, ensuring timely delivery and maintaining positive relationships, resulting in increased brand visibility and influencer partnerships.

● Content Creator & UGC Creator

Self-Employed | Dec 2019 - Now

www.instagram.com/marasibillo / Dec 2020 - In progress Successfully grew Instagram account from scratch, amassing a following of 16,000 followers. Collaborated with renowned brands, including Safira, Na-Kd Fashion, L'Oreal Paris, and Lexus, to drive sales and enhance brand visibility. Demonstrated exceptional engagement and audience response, resulting in a revenue generation of \$7,774.16 for Na-Kd Fashion through a single Instagram post. Posted another successful Instagram post before Christmas, generating \$1,268.86 in sales for a brand due to high engagement. Effectively managed community interactions, actively responding to and engaging with followers and influencers daily. Achieved significant reach, reaching an audience of 136,551 individuals through an Instagram post that secured sponsorship from a brand.

Education & Training

2023 - 2026

● **University of the Arts London**

BA, Fashion Journalism and Content Creation

● **Istituto San T. d'Aquino**

Master of Science in Finance,