



Rhia Dixon

Digital Marketing For Fashion Retail

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Languages

Spanish

English

About

With extensive experience at Sports Direct and Iceland Foods, I excel in customer service, store maintenance, and thrive in fast-paced settings. Skilled in handling major fashion brands and fluent in basic English and Spanish, I adapt quickly to various retail environments.

BRANDS WORKED WITH

- Drapers
- Digital Fashion Week
- Girls in Marketing
- Sports Direct
- Plumstead Manor Sixth Form
- Iceland Foods
- Packer Iceland
- Plumstead Manor Secondary School

Experience



● Drapers Awards Volunteer

Drapers | Sep 2023 - Mar 2024

- I had the opportunity to volunteer with and work alongside FTCT (the fashion and textiles children's trust) to raise money at the prestigious Drapers independent awards, hosted this year at the beautiful JW Marriott Grosvenor House London.
- I had the opportunity to attend an amazing independent awards event with Drapers and also raise over £2500 plus for children working alongside FTCT.
- The setting was amazing and I was exposed to all the opportunities that the fashion industry could bring to you. I was exposed to all different types of award winning fashion brands and businesses, big and small, detailed and simple. We were given networking opportunities with well deserved award winning fashion business owners and different professionals within the industry.
- Together we raised £2,600 which is the equivalent of:
 - 15 school uniform bundles, helping children to be school ready this autumn
 - 10 beds, helping children to get a restful night sleep
 - 6 essential appliances to give children clean clothes and hot meals
 - As well as 1 even a mobility aid.



● Fashion Week Intern

Digital Fashion Week | Sep 2023 - Feb 2024

- Digital Fashion Week which was hosted by their founder CLARE TATTERSALL I discovered more about the world of fashion NFTs and the meta verse, which are all part of AI which is the future of everything including fashion.
- I had the opportunity to play the new Fortnite x Nike video game, since the digital fashion week was hosted at epic games in London, allowing me to gain experience of and explore the upcoming meta verse of the fashion world and explore different clothing/fashion brands collaborations with AI.
 - On Day one there was a Panel, which envolved people who are interested in digital fashion, including fashion designers, digital fashion designers and other professionals, they all enlightened me on the importance, the future and the predictions of digital fashion.
 - It was very fun and we were given chocolate, crisps, snacks, alcohol in the evenings and a wide selection of still drinks.
 - On the second day of the amazing digital fashion week internship, was the digital fashion show. The digital show at Digital Fashion Week London was held with both digital and real life outfits.
 - I had the opportunity to watch both a digital fashion show and a real life fashion show, both the amazing AI and human models elegantly held the fashion show together, shining a light on the future of fashion, and the fashion meta verse, which will be exploited and utilised by several generations to come including generation alpha, this experience gave first hand experience of the future of fashion.

- The fashion show was amazing and the music was just as good as London fashion week.



- **Digital Marketing Internship**

Girls in Marketing | Sep 2023 - Sep 2023

I explored digital marketing through these sessions curated with and delivered by industry-leading brands Adobe Express and monday.com. I studied Social media, brand building and content creation with Girls in Marketing's partner Adobe Express.



- **Sales Assistant**

Sports Direct | Dec 2022 - Jan 2024

Handling, restocking, reselling, managing, and promoting big fashion and clothing brands including Jack Wills, Flannels, Under Armour, Adidas, Nike, Puma, Tommy Jeans, Lacoste, Armani, Calvin Klein, Champion, Kangol, Karrimor, New Balance, True Religion, Firetrap, Polo Ralph Lauren, Timberland, Superdry, Napapijri, Kenzo, Guess, Hugo, DKNY and many more. Greeting and helping customers. maintaining a clean and safe environment on the shop floor.

- **Mental Health Ambassador**

Plumstead Manor Sixth Form | Oct 2022 - Jun 2023

- Ensuring children are comfortable in a school environment with other children their age
- Ensuring and helping children realise their full potentials
- Meetings with other ambassadors - a sense of leadership
- Creating activities to ensure good mental health and well-being within the sixth form
- Tell Mii workshop volunteer
- I support and lead wellness and mindfulness programmes
- health promotion or initiatives within the school. . Was visible support to students and they could approach me for help or advice if they are struggling mentally.



- **Retail Assistant**

Iceland Foods | Nov 2021 - Apr 2022

Assisting customers in finding the products they're looking for

- Receiving, unpacking and arranging new shipments from suppliers and vendors
- Cleaning and rearranging the store after hours
- Collaborating with other team members to keep the sales floor area clean and organized at all times
- I can work under pressure and I have good time management due to the fast paced businesses
- Excellent communication skills to ensure customers enjoy their experience here.

- **Retail Sales Assistant**

Packer Iceland | Nov 2020 - Jan 2021

My uncle who worked in an Iceland store was saying they needed help with the bag packing as it was causing queues in the store, so on the weekends and half term I volunteered. I undertook a number of responsibilities including:

- Ensure product orders are packed and moved carefully
- Handle inventory with care and attention to detail
- Work at different tills as required
- Maintain a clean and safe work environment

- **School Prefect**

Plumstead Manor Secondary School | Oct 2020 - Jun 2021

Assisted in developing advertising and marketing strategies across social media platforms. Customised products to meet user specifications improving customer experience. Employed excellent time-management skills to maximise completion and reducing errors. Created profitable marketing campaigns for products using social media strategies and analytics. Liaised with team members to promote public relations strategies. Held weekly meetings with SLT to discuss the student's point of

views and any changes they wanted to voice. An element of team leadership.

Education & Training

- 2023 - 2024 ● **Fashion Retail Academy**
Level 4 Diploma in Digital Marketing For Fashion,
- 2021 - 2023 ● **Plumstead Manor Sixth Form**
A Levels in Psychology, Health and Social Care and an EPQ,
- 2017 - 2021 ● **Plumstead Manor School**
Grades 7-4 in 10 GCSEs,