



Rose Kleeger

University of St Andrews 2022,
First | Seeking Graduate or Entry Level Marketing Roles

 London, UK

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Links

 [LinkedIn](#)

Languages

Spanish (Work Proficiency)

English (Native)

Italian (Basic)

French (Work Proficiency)

About

As a Digital Executive at rlvd, a circular luxury fashion marketplace and community, I contributed to various aspects of the startup's growth and operations, from marketing communications and fashion copywriting to hiring and project management. rlvd was a B2C startup — part of Parker Lane Group, a Resale as a Service platform that offers a full stack recommerce solution for managing excess inventory.

I graduated in 2022 from the University of St Andrews with a First class degree in Management and Modern Languages (French and Spanish). I have a passion for international management of fashion and luxury goods brands, with a strong focus on sustainability. I have also gained valuable experience in online marketing, social media marketing, and website development at Truefitt & Hill London, where I worked as the Marketing Executive. My goal is to leverage my skills, education and domain expertise to create positive social and environmental impact in the fashion industry.

BRANDS WORKED WITH

Catwalk Charity Fashion Show

Push Group

rlvd

Standrews Links

STAR: St Andrews Radio

Truefitt & Hill London

University of St Andrews

U.S. House of Representatives

Experience



● Marketing Executive

Truefitt & Hill London | Aug 2022 - Jan 2023

Creative Marketing: conceptualised, planned and executed monthly marketing campaigns across social media, website and in-store events

Website Development: liaised with developers to manage intensive rounds of website improvements to optimise functionality, data use and aesthetics

Social Media Management: organised, scheduled and prepared for distribution to licensees all copy, images and campaigns on monthly basis

PR: liaised with publications, individuals and brands to encourage collaborations, paid placements and to foster relationships

● Seasonal Sales Associate

Standrews Links | Jun 2022 - Aug 2022



● Deputy Station Manager

STAR: St Andrews Radio | May 2021 - Jun 2022

Provide logistical and administrative support to the Station Manager of the largest student radio station in the UK (over 120 shows weekly)

● Head of Marketing

Catwalk Charity Fashion Show | May 2021 - Jun 2022

Work closely with the Director and oversee the Social Media Coordinator and Head of Graphics to create a cohesive marketing strategy for a 100% not-for profit student-run fashion show at the University of St Andrews.



● Summer Intern

U.S. House of Representatives | Jul 2021 - Jul 2021

Research, writing and administrative work for Congresswoman Stacey E. Plaskett



● Head Of Programming

STAR: St Andrews Radio | May 2020 - May 2021

- Reviewed and interviewed all radio show applications
- Scheduled over 120 weekly radio shows, 2x per academic year
- Checked and ensured attendance
- Oversaw Assistant Head of Programming

● Marketing Assistant

Catwalk Charity Fashion Show | Jun 2020 - May 2021

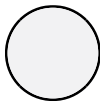
- Completely redesigned the catwalkstandrews.com website
- Assisted in promotion of events



● Summer Intern

U.S. House of Representatives | Jul 2020 - Aug 2020

Administrative work and research regarding constituent matters for Congresswoman Stacey E. Plaskett



● Intern

Push Group | Jun 2020 - Jun 2020

Wrote copy and gained industry insights at multi-award-winning global digital marketing agency



● Assistant Head of Programming

STAR: St Andrews Radio | Sep 2019 - May 2020

Assisted the Head of Programming in scheduling all radio shows each semester as well as checking and ensuring attendance



● Senior Student Ambassador

University of St Andrews | Feb 2019 - May 2022

served as the face of the university on Visiting Days and other recruitment events, conducting tours and speaking about my university experience with prospective students



● Digital Executive

rlvd | Feb 2023 - Jan 2024

[Luxury Fashion Resale Marketplace: rlvd.com launched in 2023 as part of PLG excess inventory management (est. 2010)]

Fashion Copywriting: measure and write detailed descriptions of garments; editing and proofreading

Hiring: create job descriptions, screen and interview candidates

Office Admin: handle logistics of an office move (research, compare, negotiate quotes for multiple jobs)

Workflow Organisation: develop efficient workflows for a fast-growing team and evolving processes; create visuals to be distributed

Website Development: work with developers to enhance visuals and functionality of website front-end and back-end

Marketing Communications: move towards new content and strategy

Education & Training

2019 - 2019

● The British Institute of Florence

Summer Language Course, Italian Language Course

- 2018 - 2022 ● **University of St Andrews**
First Class Honours, MA Hons (Scottish), Management with Modern Languages (French and Spanish)
- 2018 - 2018 ● **Sciences Po**
Summer Language Course, Summer School French Language Track
- 2016 - 2016 ● **Universidad Complutense de Madrid**
Summer Language Course, Diploma del Curso General
- 2014 - 2018 ● **Good Hope Country Day School**
High School Diploma,