



Tia Rawlings

Aspiring Fashion Journalist and Marketing Assistant

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Languages

English

About

With a solid foundation in Fashion Marketing and Journalism, I've excelled in sales at Bestir, specialising in one-to-one sales, promotions, and social media marketing. My adaptability shines through diverse retail environments, from high street to luxury, across various product categories. Fluent in English, my skills extend to client advising, styling, and inventory management.

BRANDS WORKED WITH

- Bestir
- Marie Claire UK
- PAUSE Online
- Stonegate Group

Experience

● Bar and Catering Assistant/ Event organiser

Keynsham Rugby Football Club | May 2020 - Nov 2023

o Work part-time when home; organising and supervising events and parties, managing the bar and food service. I achieved a Level 2 Food Safety and Hygiene for Catering course in May 2020.

● Remote Intern

| Jun 2023

o Wrote feature articles for Pause Magazine's website focusing on Men's Fashion using information from Press Releases. o Edited images using Canva for the featured images of my articles. See my work here: <https://pausemag.co.uk/author/tiarawlings/>

WORK EXPERIENCE



● Intern

Marie Claire UK | Mar 2023

o Worked alongside the Marie Claire team individually, shadowing the Editor in Chief, Beauty Editor, Fashion Editor, and Social Media Editor. See my work here: <https://www.marieclaire.co.uk/author/tia-rawlings>

● and Marketing

Bestir | Apr 2022 - Sep 2022

o Expanded my knowledge in the fashion and retail industry with this designer clothing company. I did one-to-one sales, sales promotion, and managed new staff.

o Social media marketing mainly involving producing advertisable Instagram posts and promotion of sales that resulted in the customers attention with the main focuses being price, promotion, target audience, and strategy. o I was required to have the ability of knowing the product that I was selling and, as stock used to change weekly, I had to learn the new products quickly and efficiently. o Promoted to Sales and Marketing Assistant from Sales Assistant after two months.

Education & Training

2014

● Wellsway School Academy.

B-C,,

2021 - 2024

● London Metropolitan University.

BA Fashion Marketing and Journalism,

2019 - 2021

● St Brendan's Sixth Form College

A-levels,

