



Rose Ankunda

BA (Hons) Journalism graduate

Stevenage, UK

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Links

[LinkedIn](#) [Instagram](#)

Languages

English (Native)

Spanish (Basic)

About

PROFILE

A diligent Journalism graduate with the proficiency to create well- researched, concise and elegantly written pieces spanning news, fashion, beauty, politics and internet culture, that inform and engage the audience.

Eager to build a career within fashion and magazine journalism as well creative direction.

BRANDS WORKED WITH



Experience



● Marketing Intern - Prestige & Niche brands at Puig UK

Puig | Sep 2023 - Jan 2024

Prestige - supported the Rabanne marketing team with monthly competitor reports and ongoing Rabanne competitor analysis.

Learned how to raise POs utilising SAP.

Liaised with external clients to organise a luxury gifting experience at Selfridges over the Christmas period.

Assisted in creating and updating a 3 60 deck (presentation) for Rabanne's - 2023 Christmas launch - shared company wide.

Niche -Supported Penhaligon's marketing team
Collated data on excel for competitor Xmas offers, created decks on potential collaborations, assisted in PR send outs to Journalists and Influencers.

● Student Press Team

PPA | Apr 2023 - Apr 2023

Assisted the Digital Marketing Executive and reported on presentations and panel discussions on content for the PPA Festival (Press Publishers Association)



● London Fashion Week - Backstage volunteer at Fashions Finest

Fashions Finest | Sep 2022 - Sep 2022

Volunteered backstage assisting with fittings, dressing models and clearing up at Fashions Finest SS23 emerging designer show during London Fashion week 17th September 2022.



● Sales Advisor

H&M | Jun 2022 - Now



● London Fashion Week - Backstage volunteer at Fashions Finest

Fashions Finest | Feb 2022 - Feb 2022

Volunteered backstage assisting with fittings,dressing models and clearing up at Fashions Finest AW22 emerging designer show during London Fashion Week - 19th February 2022



● Fashion Journalist Intern

Fashions Finest | Dec 2021 - Jan 2024

Main responsibilities include:

- Composing and delivering a minimum of one researched article/feature per week.
- To contribute and suggest topics that fit the demographic and content of the site.
- Complete tasks set by the editor and director. (I have been tasked with editing press releases to make it unique to FashionsFinest)
- Volunteering at London Fashion Week



● **Student Ambassador**

University of Lincoln | Dec 2021 - Jun 2023

I am a Student Ambassador for BA Journalism
Role includes: being a course representative and helping at University events such as Offer Holder Days, Open days, University tours, talks.



● **Student Journalist**

LSJ News | Oct 2021 - Jun 2023

Roles involve collecting local stories and conducting interviews, writing copy and cues for news stories which will end up on our TV news bulletin. This work displays my proficiency in building a rapport and writing. Being part of LSJ NEWS has encouraged me to step out of my comfort zone and develop my research skills and journalism production skills. In addition, this role requires the usage of filming equipment and video editing which I have been able to develop and utilise.



● **Student Journalist**

The Tab | Apr 2021 - May 2023



● **Summer Intern**

Penguin Random House | Aug 2019 - Aug 2019

My role as an intern was to shadow colleagues and complete office tasks in the marketing and editorial department of the Penguin publishing house. This involved designing posters for new book releases, writing up copy, attending meetings, group work with other interns whilst preparing for a presentation at the end of the week to show what we had learnt within the department. I also was able to help assist colleagues with creating spreadsheets to organise the locations for bookstores and contacts.



● **Customer Advisor**

Boots UK | Jun 2019 - Oct 2020

This role involved driving profit sales, delivering excellent customer service, money handling/using the tills, building a rapport with customers and understanding their needs. A significant part of this role involved working as a team and communicating effectively with each other to solve any problems customers had. I also had the chance to mentor new staff members during my time at this company.

Education & Training

2020 - 2023

● **University of Lincoln**

Bachelor of Arts (Honours),