



# Adeera Borge

Creative consultant | Fashion,  
Luxury Lifestyle & Events | BA  
Creative Direction from LCF

📍 London, UK

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## Languages

English

## About

After graduating, with a degree in Creative Direction from the London College of Fashion, I have explored different elements of the creative arena incorporating my creative and organisational skills; this has included, social media, marketing, events management and creative design. My focus moving forward is to build a career in a company where I can develop my varied skill set inline with the companies growth and aspirations long term. I am open to exploring different positions within the digital marketing space. PROFILE Creative marketer with five years experience supporting creative visionaries, brands, and startups moving from ideas on paper, towards fully realised outcomes in the form of experiential events, product launches, social media campaigns, and customer acquisition strategies.

### BRANDS WORKED WITH

Adjust Your Set (Creative Marketing Agency)

Apple

Cambridge Healthcare Research | Cambridge Contract (Maternity cover)

CONTRACT

Emmaus | Cambridge Volunteer

Harrods

John Lewis

Ninja Theory (Microsoft)

Quintessentially London Permanent

## Experience

### ● Lifestyle Manager

Quintessentially London Permanent | Aug 2022 - Now

Building and fostering relationships within the bespoke luxury arena to provide access to the inaccessible

- Delivering an unparalleled 1:1 service for ambitious UHNWI built on discretion and exclusivity
- Requests: travel, events, lifestyle, gifting, product sourcing, hospitality, real estate, private aviation/charter

### ● Creative Lead

CONTRACT | Jul 2021 - Jul 2022

Creative lead of the shop and Cambridge branch redesign: in-store, on-line, social media and PR

- Project management and optimisation of online revenue and opportunities to upsell in-store, through new departments, up-cycling and maximising the shops design and flow for optimum sales
- Producing regular reports, staff training and leading meetings for the staff team and senior board
- Managing, tasking and supporting a team of 60+ (7 staff, 45 companions and 10+ volunteers)
- Upsell increased by 30% on products in-store and online

### ● Creative Consultant

Emmaus | Cambridge Volunteer | May 2021 - Jul 2021

Creating staging areas with donated item in the store to showcase interior sets and increase sales

- Sourcing artists for up-cycling collaborations to upsell products and showcase local talent
- Implementing an online store for fashion and decor resale to attract a younger market
- Driving company social media strategy and business marketing innovation, including social media advertising, email marketing and SEO

### ● PA to CEO

Adjust Your Set (Creative Marketing Agency) | Sep 2019 - Aug 2020

Sole contact and gatekeeper for the CEO across across four global companies

- Worked closely with the CEO, delivering admin support for creative client projects

- Proofing copy and creative projects from the creative teams and streamlining the updates for the CEO
- Speech writing and proofing for events and business networking opportunities including DAVOS 2019
- Redundancy due to COVID, returned to Cambridge

### ● Events Manager

Cambridge Healthcare Research | Cambridge Contract (Maternity cover)  
| Mar 2019 - Aug 2019

Independently planned, budgeted, and ran event (100 people) from concept to delivery

- Designed, sourced, and negotiated pricing for rebranding and corporate branded products
- Delivered in-depth social media data reports on competitors

### ● Creative Assistant to Creative Director

Ninja Theory (Microsoft) | Nov 2018 - Feb 2019

Key contributor to the creative process of new game development and company projects

- Writing concise reports on new technology articles and game iterations to aid creative research
- Optimising and co-managing the Creative Directors workflow across nine internal teams
- Sourcing and designing the interiors of the CEOs multiple properties



### ● Technology & Business Specialist

Apple | Jan 2017 - Oct 2018

Fixed broken customer Apple devices at the Genius Bar with a solutions-driven approach

- Lead new hire and business events in-store Make Up Artist



### ● Harrods | May 2015 - Jun 2016



### ● John Lewis | Mar 2014 - Apr 2015



### ● Personal Shopper

John Lewis | Oct 2011 - Mar 2014

Created a Styling program which I presented to the CEO of the store; this was later used to train the Womenswear employees in branch with the potential for national role out

- Planned profitable promotional fashion events within the store, alongside building and working with a high volume of clients on a 1:1 basis
- Consistently surpassing set targets for 1:1 client appointments exceeding four figures per client

## Education & Training

2015 - 2017

### ● Creative Direction for Fashion, London College

Bachelor of Arts,