



## CONTACT

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- Kent

## EDUCATION

### FASHION COMMUNICATION AND PROMOTION (BA HONS)

Nottingham Trent University | 2021 - Present

### ART FOUNDATION DIPLOMA

UCA Canterbury | 2020 - 2021

### A-LEVELS

Hillview Sixth Form | 2018 - 2020

Photography A

Business A

Fashion and Textiles B

### 9 GCSE'S

Hillview School for Girls | 2016 - 2018

## PERSONAL SKILLS

Motivated

Passionate

Communication

Adaptable

Approachable

# ELLIE ROSE JOHNSTONE

## Visual Communicator

## PERSONAL PROFILE

Truly driven by an unwavering ambition to succeed, I am passionate about the world of fashion communication and promotion. I am excellent at creating captivating narratives that engage audiences and elevate brands because I have a sharp eye for trends and a natural skill for innovation. I am a dedicated, hardworking, and sociable individual who is ready to leave a lasting impression in the fashion industry.

## EXPERIENCE

### COLLABORATION WITH NO7 BOOTS

*Live Project NTU | Apr 2024 - present*

- Worked closely with the No7 Boots team to execute the project objectives and deliver high-quality results within the specified timeline.
- Collaborated with No7 Boots on a live project focusing on skincare product development.
- Pitched an innovative campaign concept to a real client.

### GOOGLE MARKETING

*Raptor Marketing | Aug 2023 - Dec 2023*

- Developed and presented compelling Google marketing strategies tailored to the student demographic.
- Generated engaging content to promote Google marketing initiatives and increase brand awareness among students.
- Participated in a comprehensive training session focused on Google Chrome and its functionalities.

### WIGFLEX X CASTLE ROCK BREWERY

*Live Project NTU | Mar 2023*

- Collaborated with Wigflex and Castle Rock Brewery to develop a unique line of bespoke beers tailored to their respective brand identities.
- Coordinated marketing efforts to promote the collaborative beer line, leveraging the combined reach and audience of Wigflex and Castle Rock Brewery for maximum impact.
- Presenting the beer cans and promotional posters at an exhibition to the client.

### COLLABORATION WITH ALL WE ARE

*Live Project NTU | Oct 2022*

- Directed and coordinated the production of a promotional video for All We Are jewellery brand, showcasing product features and brand identity.
- Utilised videography skills and editing software to capture and edit footage.
- Using art direction to craft compelling narratives and capture audience attention.

### HOLIDAY INN

*Aug 2023 - Present*

- Provided exceptional customer service as a bartender and waitress, ensuring guest satisfaction and repeat business.
- Managed bar inventory, restocked supplies, and maintained cleanliness to uphold hygiene standards.
- Collaborated with team members to efficiently serve customers during high-volume periods, contributing to a positive dining experience.

## RELEVANT SKILLS

Trend analysis and forecasting

Adobe Creative Suite proficiency

Campaign development and execution

Brand storytelling