

YNAH CHARISSE GOMEZ

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PROFILE

A journalism student with a heart for communications and fashion. Strong background in PR, marketing and digital media. Highly versatile and applies initiative to any given situation to issue creative solutions. Charismatic and motivated individual who cooperates well in a team and pays great attention to detail. Perseveres with diligence and enthusiasm.

CAREER HISTORY

FASHION PR AND MARKETING INTERN | *Vele, Los Angeles* (January – June 2018)

- Creating social media plans and press releases based on business objectives to drive sales and enquiries.
- Blog and website editor – concept creation, writing blog posts and creating accompanying multimedia.
- Compiling media lists with a network of suitable influencers, publications and organizations. Implementing carefully tailored communication strategies to build effective relationships
- Manage event planning, administration and execution such as invitation mailings, attendance, greeting and hosting and post-event reports.
- Assist in managing online shop through Shopify (eCommerce software) – monitoring sales records by inputting in personal company database. Adding products and writing descriptions which appeal to target customer

RECEPTIONIST/ADMIN ASSISTANT | *Metro Bank, Los Angeles* (July 2016– March 2017)

- Assisting customers in remittance transactions
- Process invoices for payments
- Liaise with head office to solve any problems/queries
- Manage communications through email and telephone

SALES ASSISTANT | *& Other Stories Kingston, London* (October 2016 – July 2017)

- Assist customers in selecting the right clothing whilst maintaining the rapport and offering advice. Introduce additional complementary products targeted to customers and share product knowledge.
- Liaise with Visual Merchandise team to present excellent visual displays, concepts and floor layouts to deliver an effective and efficient utilization of store space.

FASHION ADMIN/PR INTERN | *Cimone, London* (Summer 2016)

- Assisting on shoots – collecting and returning clothes
- Trend/image research and creating moodboards
- Collecting and shipping samples and maintaining office tidiness
- PA to Head Designer, assisting with any errands required.

KEY SKILLS AND COMPETENCIES

- Versatile Writer – from news/features and freelance blogs to Marketing campaigns. Meticulous copy editor.
- Social media enthusiast/Blogger – Instagram expert with strong flare for layout and design. Recruited by others to run their account e.g. @thisisvele. Strong knowledge of SEO and use of WordPress and Squarespace.
- Proficient in Media - skilled in Adobe Suites with specialty in InDesign. Knowledge of photo and video editing. Layout and subeditor for The River and Filter Magazine.
- Background in Fashion – Range of industry experience: Front of house within retail - engaging with customers and understanding sale strategies. Back of house - interning in multiple brands with a range of duties.
- Confident communicator and networker – experience in conducting interviews/hosting events.
- Knowledge in Marketing, Advertising and Public Relations – Experience using MailChimp, creating PR and marketing plans tailored to consumers. Skilled in analytics, understanding buyer behaviour and market research.
- Highly organized - experienced in event planning and administration

ACADEMIC QUALIFICATIONS

Final year Journalism BA student, *Kingston University* • Marketing, PR and Advertising, *CSUDH*

- A Level Results 2015 : ABBD in English Literature, Extended Project, Biology and Chemistry