

ROSIE NIBLOCK



CONTACT

Beech Cottage Crooked Corner
Aldbourne Wiltshire SN8 2EJ
Email: rosie@wordmachine.net
Mobile: 07901672025

SKILLS & QUALIFICATIONS

Adobe Creative Suite including
InDesign, PhotoShop, Premiere
Pro and Illustrator.

Microsoft Office including
Word, PowerPoint and Excel.

Bachelor of Arts, The Arts
University Bournemouth:
Upper Second Class Honours in
Fashion Design and Technology.

GCE A Level 2011, St John's
School + Community College
Marlborough: English Language,
Media Studies, D&T: Product
Design (Textiles).

GCE AS Level Aug-2010, St
John's School + Community
College Marlborough: Drama &
Theatre.

LAMDA Drama and Speech up
to Grade 8, Gold Merit.

PROFESSIONAL EXPERIENCE

Nov 2015 - Current - (Freelance) Project JUST

- Designing and creating promotional concept animations.
- Graphic design for brand collateral including press releases, media kits and event display material.
- Graphic design to support the brand's consulting work.
- Working with founder to develop and create social media content.

Jan 2016 - (Freelance) Oracle Corporation

- Designed 16 page brochure for use at senior executive conferences in Singapore and Lisbon.

Dec 2015 - Current - (Freelance) IPF UK

- Created a set of four promotional videos to demonstrate the company's new app, targeted at the UK farming sector.

May 2015 - Current - (Freelance) Mahin Hussain Accessories

Consulting with founder on new website, targeting stockists and increasing UK brand presence.

- Identify prospective bloggers and publications.
- Writing press releases including brand story, collection inspiration and imagery.
- Identify prospective stockists, competitors and target markets.
- Designing product brochure.

June 2015 - November 2015 - Marks and Spencer Buyers Admin Assistant

- Using Range Planner and Excel to manage and track samples according to season, mini season, store grade and coordination.
- Organising fit meetings, analysing products and reporting required changes and comments,
- Approving labels, swing tags, samples and trims.
- Liaising with suppliers to meet deadlines.
- Updating and keeping schedules according to the critical path.
- Creating product bibles after reviews.

April 2015 - (Freelance) Provenance www.provenance.org

- Working on new user interface designs.
- Designing new newsletter template.
- Creating 'Getting started on Provenance' GIF.
- Creating press and social media imagery.
- Writing for the Provenance blog.

March 2015 - (Volunteer) www.fashionchangingtheworld.com

- Designing concept and creating monthly sustainable fashion article.

REFERENCES

Romain Renoux Marketing Director of Pants to Poverty

As one of the judges I met Rosie at the London Graduate Fashion Week Ethical Awards, where her personality and people skills stood out. Rosie came into the office at a very busy time but immediately fitted in, understood her role and was able to take on a wide variety of tasks with little or no supervision. She provided creative input but was always keenly aware of the commercial realities of the business. Her proactive approach to our social media activity made a real difference to our brand profile and helped develop awareness amongst our target market.

Ben Ramsden Founder of Pants to Poverty

During Rosie's time with us she became an essential part of the team and made a valuable contribution to the business. She brought a number of different skills and ideas, working well with our suppliers and partners whilst also building a strong understanding of our customer base. I would have no hesitation in recommending her to other employers or indeed employing her again in the future if the opportunity arose.

Anya Pearson The Arts University Bournemouth

Rosie is a high-level creative thinker with ethics at the heart of all that she does. She possesses unbridled energy and fierce determination to get the job done. Deeply honourable and loyal, I would have no hesitation in fully recommending her for any creative roles. She is a consummate professional and would be a great asset to any team.

July-January 2014-2015 - Pants to Poverty www.pantstopoverty.com Coordinator of Online Brand and Retail Activism

- Implementing a new strategy to encourage the online community to engage and shape the direction of the brand.
- Managing the blog, Facebook, Twitter, YouTube, Instagram.
- Coordinating the online brand: assisting with the strategy and implementation of on-going social media plans and helping to find the best social media outlets.
- Creating graphics for products, promotions, and competitions.
- Participating in vision framework workshops for the brand.
- Discussing product quality with manufacturers and coming up with solutions, redesigning working drawings and tech packs.
- Networking and building relationships with online influencers and potential clients through press releases, and collaborations.
- Providing online traffic, engagement and conversion statistics.
- Working at and arranging promotional events and festival stands, making contacts, selling, and fostering brand ambassadors.
- Managing stock and dealing with customer queries.

I worked alongside Ben Ramsden, founder of Pants to Poverty as well as 3DP&L a framework, to measure three dimensional profit and loss. The last two months of my internship involved an in-depth study of our supply chain that involved visiting and staying with our farmers and factory workers. Whilst in India I worked with him and a team to document and define the environmental, social, cultural, health, empowerment, education and training indicators used to measure the development of the supply chain. This information also enabled me to add value to the impact of the brand in developing communities.

July-September 2013 - Internacionale Ecommerce Intern

- Liaising with the buying and merchandising teams to collect samples and product information. Recording and monitoring stock to ensure delivery to our ecommerce warehouse for photography, frequently traveling to the photo shoot.
- Uploading product images and descriptions, content and care information, making products live when stock becomes available.
- Completing a weekly analysis of KPIs to track underperforming products and develop tactical offers and promotions for them.
- Ensuring website visuals adhere to correct standards.
- Compiling insight of competitors' websites through research into trends and products and presenting this information to the web team.
- Assisting with picking products for email and social media.

June 2013 - Debenhams

I spent time in Debenhams' design department where I carried out trend research and created fabric boards as well as performing competitive shops. I also worked with designers to create decorative designs, working drawings and product packs for manufacturers.

ADDITIONAL EXPERIENCE

January 2012-June 2013 - Proactive Creative Media

Working as secretary and office assistant for a business to business printing company, taking on administration tasks, processing orders, filing and logging and paying invoices.