

DOMINIQUE YEARBY

Fashion Marketing & Branding
Graduate

PERSONAL PROFILE

Driven, assertive and artistic individual. Responds to challenges and constantly demonstrates commitment with a focus on accomplishing enthusiasm top results. Professional, enthusiastic and approachable manner successfully contributes to effective and positive working and customer relationships. Utterly passionate about a career in marketing and branding in particular the fashion sector.

CONTACT DETAILS

Home: request
Mobile: request
Email: domyearby@hotmail.co.uk
LinkedIn: linkedin.com/in/dominique-yearby-b23694186

KEY SKILLS

Highly capable on Microsoft Office, Adobe InDesign, Illustrator & Photoshop
Social media marketing
Keen interest in marketing & branding, with experience on live projects for Boots and Gymshark
Adaptable to changes
Works well in a team
Strong level of customer service

ACADEMIC BACKGROUND

2017 - 2020: Nottingham Trent University

I have recently finished studying Fashion Marketing & Branding, which involves all aspects involved in bringing a brand to market. This involves theoretical knowledge, business and strategic planning, trend forecasting and analysis. It also incorporates the use of practical skills, together with my own individual artistic flair, to create marketing opportunities, events and visual and aesthetic communications.

EMPLOYMENT HISTORY

Customer Service Supervisor - Waitrose

Working for the established partnership, part-time, over a number of years I have built relationships with colleagues and customers. I pride myself on my high level of professionalism and customer service skills. Working in a fast paced store has lead me to develop personally and professionally in both Customer Assistant and Supervisor roles, the latter giving me responsibility for a number of employees, the store and merchandise. Consistently I have worked as part of a team putting in extra hours when required.

Waitress - Naylor's Fine Foods

Working in another fast pace environment, I worked as part of a team catering for a variety of dining events when required. This developed customer service skills, professionalism and responsiveness.

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WORK EXPERIENCE

2019: Marques'Almeida

Working alongside the Marketing and PR team, completing tasks including creating social media content, assisted senior team members, uploaded and edited products to the brands website and shipped products to consumers. Helped set up for the LFW show and assisted VIP and press during the show. This enabled me to gain an understanding of a luxury fashion brand, working with press relations and learning about ecommerce platforms.

2019 : University Fashion Show

Working pre-show creating programmes, flyers and logos alongside an advertising and promotion team to engage and excite consumers. Also, working at the show as a dresser, responsible for model timings and the organisation of garments.

2015 : Mosaïque

Work experience with a marketing agency where I learnt new digital marketing techniques and refined my skills on Adobe programmes. Gained an insight into different branding methods and presented new ideas to target businesses and consumers.

2014 : The Genuine Gemstone Company

One week placement to understand the multiple channels of sales and marketing, including shadowing the Branding and PR teams and experiencing behind the scenes in the TV studios for Gems TV.

REFERENCES

Available on request

VOLUNTEERING

Girl Guide Young Leader
Netball Refereeing
Community Day

ADDITIONAL INFORMATION

Gap Year travelling South East Asia, New Zealand & Australia for five months.

Completed the Bronze Duke of Edinburgh Award demonstrating commitment, team work and high level of organisation skills.