

## RACHEL PATTERSON

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### EDUCATION

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**Jan '21 – Present      MSc. Fashion Buying & Management**  
***TU Dublin***

- Taking modules in fashion buying, supply chain management, fashion sociology, marketing of fashion brands & retail merchandising analytics.
- Currently completing a number of assignments to prepare for working in the fashion industry such as; creating trend lookbooks, analysing supply chain case studies, conducting business reports for branded buying & product development - observing trends, identifying trend gaps & making recommendations, reflective writing exercises in relation to sustainability, gender & society, brand communities, and multiple research projects delving into customer loyalty, and how luxury brands are adapting with the future of fashion and technology.

**Oct – Nov 2020      Fashion & the Future of Brands Certificate**  
***Conde Nast College of Fashion & Design***

- Exploration of branding & marketing within the fashion industry in current & new environments, as well as understanding the theory & strategic planning behind a successful brand & how they engage, communicate & connect with their consumers.
- Some of the topics included promoting brand values & products, understanding consumers, ethics & sustainable practices, brand strategies, using social media to connect with audiences, the future of fashion brands and how branding is changing with the moving retailscape.

**July – Aug 2018      Fashion Styling Certificate; Commercial, Media & Editorial**  
***Dublin Institute of Design***

- This certificate course gave an understanding of the following styling elements to a professional standard - Colour Theory and Shape Analysis, Understanding Trends, Capturing Images, Hair and Make Up, Playing the PR Game, The Role of Blogging and Social Media.
- Completed a shoot as a final project; which incorporated the key skills of basic fashion photography, wardrobe sourcing and itemising, concept communication, styling, and hair and make-up, and presenting mood boards.

**Sept – Dec 2015      ITEC Certificate in Make Up**  
***The International Make Up Academy***

**2012 – 2015      BA (Hons) Communication Studies**  
***Dublin City University***

- Graduated with a 2.1 degree.

### WORK EXPERIENCE

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**Sept '18 – Jan 2021      Marketing Executive UK&I – Digital Marketing & Social Media Focus**  
***Arrow ECS***

- Use of innovative marketing methods to help grow Arrow and their customer's branding portfolios (50+ vendors).
- Regular communication with vendors and re-sellers with regards future planning and promotion.
- Daily budget & sponsorship management.
- Production of regular consumer facing communications, highlighting emerging tech innovations and trends in the industry.

- Event planning & management (incl. launching/introducing some of Arrow's product offerings to Ireland).
- Planning and executing email and social campaigns, copy writing and content design.
- Collate information and online research for team reports, presentations and sales meetings.
- In addition, the above marketing activities were also managed for a number of Next Generation Tech & Data Intelligence vendors in the UK; Veeam, Commvault, Qumulo, Cloudian.

**Apr '17 - Sept 2018   Marketing Associate -**

***Dylan Bradshaw Hair Salon & Academy***

- Assisting the Business Development Manager with ad hoc projects for marketing, liaised with magazines & newspapers on salon/trend/stylist profile publications, overseen the design process and distribution of salon literature for external circulation.
- Research of trends for forecasting, using this to create content for blog posts on the DB website.
- Other projects include working with the company's software management agency on the development of the downloadable app, updating all staff online profiles, monitoring online reputation rating across 3 active platforms & creating and building a digital version of client consultation forms for protected client data in accordance with new GDPR regulations that came into effect in May of 2018.

**Oct '13 - Apr 2017   Senior Hostess, The Saddle Room -**

***The Shelbourne Dublin, A Renaissance Hotel***

- Acting as a Brand Ambassador, welcoming guests to the restaurant, and main point of contact for all queries and issues. Ensuring all guests enjoyed a positive and comfortable experience while dining.
- Working closely with the restaurant Maître d', directing the host team in greeting all guests, providing any assistance required and completing daily duties.
- Daily menu creation and formatting, working closely with Executive Chef team.
- Overseen day-to-day booking and reservation procedures, ensuring smooth running of restaurant operations, liaising with guests in advance of group events and for special requirements.
- Full end of day/close of business cash handling processes.

**May - Nov 2014   Retail Associate -**

***TKMaxx, Ilac Centre***

- Ensured shop floor order and maintenance, knowledge of the stores policies and stocked brands.
- Providing helpful advice to customers - including customer care, advising purchasing decisions based on styling and trends, dealing with complaints and returns/ exchanges.
- Maintaining product sections, restocking the shop floor, monitoring the fitting rooms and processing transactions.
- Completed special company jewelry training in order to complete sales on the new in-store jewelry counter concept.

**June - July 2013   Audience Development, Market Research**

***Jameson Dublin Intl Film Festival (Virgin Media Dublin Intl. Festival)***

- Carried out market research and audience analysis, gaining insight into what attracted current audience.
- Based on findings, produced new growth processes in order to raise numbers and better promote the following years festival - Audience numbers rose by 20% the following year.