



**CONTACT:** amylinkinchandler@gmail.com

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# Amy Linkin-Chandler

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## PROFESSIONAL SUMMARY

An enthusiastic Fashion Communication with Business Studies graduate with a keen eye for styling, photography, and storytelling. Within my degree I have gained the skills to translate concepts into visually compelling narratives that resonate with diverse audiences and appeal to specific briefs in both my individual and team practice. I have experience working with a range of ages in contrasting environments, this has made me resilient and adaptive. With a keen drive to succeed, create, problem solve and please, I am always willing to take on a challenge, with an innovative logistical mindset, and positive attitude. One of my greatest strengths is my empathetic nature. Within industry I apply this to my assisting work supporting my peers and in my editorial work to consider how narrative and styling can be used to connect, relate and strengthen a brands relationship with their audience.

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## SKILLS

### Specialist

- Experimental Styling
- Strong Analytical Thinking
- Business Minded
- Imaginative Copywriting

### Transferable

- Clear Communicator
- Persistent Work Ethic
- Positively Team Minded
- Detail Orientated
- Time efficient

### Business

- Confident Marketing Tools such as SWOT and PESTLE Analysis
- Moderate in Brand Comparison
- Good Brand Awareness

### IT

- Adobe Photoshop and InDesign
- Microsoft Word and Powerpoint
- Excel Spreadsheets

## EDUCATION

2019 - 2023 • University of Brighton  
Fashion Communication with Business Studies BA

2018 - 2019 • University of the Creative Arts Epsom  
UAL Level 3 Foundation Diploma in Art and Design, specialising in Fashion Promotion and Communication

2016 - 2018 • Kingston College  
A-Level Fine Art, A-Level English Literature and Language (C's)

2011 - 2016 • Teddington School  
9 GCSE's Grade A-C including, Photography, Maths and English

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## PROFESSIONAL EXPERIENCE

- Freelance Videography and Content Creation**
- Present
- Francis Bourgius LTD
- Videography social media assistant - Filming content both in the UK and abroad ensuring specific brand content requirements are met, as well as providing art direction and unique creative input within content .
- Brands worked with include: Gucci, Dior Beauty, Soho Beach House, ASOS, Belmond Pullman, Coral Eyewear (Miami), GoTransit (Canada)
- 2022
- Arts and Culture Press Intern**
- Purple PR
- During my time at Purple PR I worked in a team environment supporting my colleagues on varying projects and with both established and up and coming clients, these included: Wimbledon x Glorious NFT, White City Place Thought Starters Podcast, Brixton Village, Saatchi Yates Gallery, C'Aran D'ache, The Standard Hotel and more.
- Day-to-Day Tasks:
- Multi Media Coverage Tracking - Clipping, AVE Calculation, Decks
  - Curating Targeted Press Lists
  - Writing Press Releases
  - Influencer Reach, Gifting and Send Outs
- 2021-2022
- Lead Showroom Assistant**
- Precious Juice Agencies: Hultquist Copenhagen, Tribe + Fable Resortwear:  
Assisting with day to day running of the showroom.
- Day-to-Day Tasks:
- Stock Management including: Creating Line Sheets - Performing Stock Takes (Microsoft Excel) - Steaming, Packing, and Posting Orders - Ensuring fresh stock was of a high quality
  - Photoshoot: Preparation, Assistance and Photography.
  - Trend Research
  - Sample Sale Assistance
- 2021
- Press Intern**
- Gill Gledhill Fashion Intelligence: European Confederation of Flax and Hemp : Working in a small team to promote and educate the benefits of Flax and Hemp as sustainable materials to brands and Influencers.
- Gathering press clippings and putting data into excel
  - Considered copywriting and content creation
  - Representing CELC at events such as The Textile Forum
  - Matching influencers to brands
  - Building relationships with potential clients
  - Educating brands on the green benefits of linen at events and in-store high-street research

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**References available upon request**

 London

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