

# Evie Bullivant

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## About Me

I am an enthusiastic creative, who is self-motivated and reliable. I work well independently and also thrive in team settings. I bring a fresh perspective to my projects creating solutions to meet a brief, whilst listening and taking on board other people's suggestions. I have excellent organisational skills allowing me to meet tight deadlines and I take pride in producing work of the highest professional standard. I am confident making and presenting client pitches and am able to create and build relationships with internal and external partners.



## Education

### BA Hons Fashion Marketing & Branding

Nottingham Trent University | 2019 - 2022

First Year Grade: 2.1

Second Year Grade: 2.1

### Secondary Education

Dr Challoners High School

### A - Levels | 2017 - 2019

Geography A, Art B, English Language C,  
EPQ A

### GCSEs | 2012 - 2017

10 GCSEs : A\* - B (including English and Maths)

## Skills

### Adobe Creative Cloud

Specialising in InDesign, Photoshop and Illustrator

### Microsoft Office

Competent across all platforms including Excel

### Content Creation

Skills in Photography, as well as graphics and illustrations using Procreate, video editing using Descript, proficient website design on WIX and Wordpress

### Google Analytics For Beginners Course

Google Fundamentals of Digital Marketing

## Achievements

### NTU Fashion Marketing and Branding

Bravissimo Live Project - Top 5 Runner Up, 2021

Boots Live Project - Top 5 Runner Up, 2021

First Year Creative Award - Runner Up, 2020

### RAD Ballet Grades 1 to 8

ISTD Modern Dance Grades 1 to 5

## Roles and Experience

### President of Fashion Society

Nottingham Trent University | Sept 2021 - Present

- Responsible for the day-to-day operation, promotion and development of the Fashion Society, which now has over 500 members, the highest in the society's history
- Lead a committee including chairing meetings and delegating duties
- Coordinated and executed successful events such as Balls, welcome drinks and collaborations with Kilo Sales.
- Network and communicate with members and the wider university community via email and social media channels
- Built sustainable relationships with external businesses to negotiate benefits for members

### Box Office Staff

Unit 13 Nightclub, Nottingham | Oct 2021 - Present

- Front of house duties including scanning tickets, use of POS and assisting management
- Problem solving and dealing with customers

### Freshers Rep

Nottingham Trent University | Sept 2021

- Networked and met new first year students
- Responsible for their welfare during the initial weeks
- Liaised with Student Union Executives and Team Captains
- Conflict resolution

### Marketing Assistant (Placement)

Sugarberry Cake Studios, Nottingham | Mar 2021 - June 2021

- Created a website on WordPress
- Content creation for social media channels using own photography and graphics
- Prepared brand for launch of a new store including a development of a brand book and a situational analysis
- Developed a 3 year marketing strategy

### Waitress/ Bar Staff

The Swan, Buckinghamshire | June 2019 - Present

- Deliver a high-end front of house service including taking orders, payments, liaising with the kitchen team and responding to customer enquiries

### Admin Assistant/Event Steward

Boodles Tennis Tournament | Summer 2019

- Day-to-day communication with external businesses, on-site team, public and players
- Worked in a fast-paced environment where delivery of a high standard of service was paramount to the brand
- Resolved problems independently and ensuring accurate records were maintained.

### Sales Assistant

House of Cards | 2017 - 2019

- Assisted with visual merchandising including window and shop floor displays
- Dealt with customer enquiries, maintained stock levels and took payments via POS

## Relevant Experience

### Bravissimo

#### Live Projects:

The live brief given by Bravissimo asked for the creation of a three year marketing strategy for entry into the USA market and a one year communication plan for the brand.

Deliverables:

- Marketing Strategy Report with Financial Justification
- Executive Summary
- 3 Infographics and a client pitch
- Final Presentation

After a selection process, I was shortlisted to present my strategy and plans to the marketing team at Bravissimo.

### Boots Sleek Makeup

As part of a live brief given by Boots and Sleek Makeup I worked in a small team, tasked to develop a new product which would fit with the brand and could be commercially viable. Within this we had to consider current trends, the target consumer and maintain a sustainable and environmental consciousness.

Deliverables:

- Group Pitch
- Logo Development and Illustrations
- A Product Development Report with Financial Justifications

After a selection process, my team was shortlisted to present our new product and strategy for launch to the team at Sleek Makeup.

#### Course Modules:

Principles of Fashion Marketing and Branding

Visual and Cultural Influences

Marketing Strategy and Communication

Brand Environment

Strategic and Creative Solutions

#### Marketing and Branding Strategies:

Confident in the creation of:

- Development of Business Concepts
- Brand Books
- Trendmaps
- A UK to USA Marketing Strategy
- Communication Strategies
- Three-year Marketing Strategies
- Market Analysis

References available on request