

Abbie Marks

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A motivated individual with experience in PR and Marketing, Retail and Hospitality keen to learn and apply acquired skills to any role.

Educational History

UNIVERSITY OF WEST LONDON

BA Fashion Promotion and Imaging (Upper Second Class)
September 2018 - June 2021

Studied modules such as:
Fashion Forecasting and Contemporary Culture; Fashion Media and PR; Creative Fashion Communication and Fashion Promotion.

PLYMOUTH HIGH SCHOOL FOR GIRLS

A Levels in Fine Art, Mathematics and Religious Studies.
September 2016 - July 2018

10 GCSEs including English Language, English Literature and Mathematics.
September 2011- July 2016

Experience

Founding committee member and treasure of University of West London's Fashion Society
2019-2020

UWL Fashion Promotion and Imaging Course Representative
2018-2021

Skills Summary

Extensive experience with Adobe Creative Cloud Software (including Illustrator, InDesign and Photoshop).

Great customer service skills.

Cash handling accuracy.

Reliable and skilled team player.

Excellent listening and communication skills.

Employment History

PR & CONTENT MARKETING INTERN

Uneath PR Agency

January 2021 - June 2021

- Wrote and published articles to the Uneath PR online journal.
- Completed research on competitors, publications, journalists and influencers to improve strategies for both clients and the agency.
- Content creation (including Instagram Reels and TikToks) for Uneath PR's social media accounts.

ASSISTANT MANAGER

The Britannia, Richmond

September 2021 - present

- Coordinated with team to maintain a safe environment by regulating alcohol consumption and de-escalating conflict.
- Ensured all food and beverages were served promptly and to a high standard to maintain satisfaction and positive feedback from guests.
- Carried out stock control duties for the bar ensuring proper stock levels were maintained for week ahead.
- Warmly welcomed and seated guests with a smile ensuring they were promptly served

BARTENDER

The Britannia, Richmond

April 2021 - September 2021

- Served bar food and alcoholic beverages including wine, beer and custom cocktails to 100-200+ guests per night.
- Studied and memorized over 50 popular and obscure cocktail recipes, dozens of beers and wines in order to give quality recommendations to guests.
- Upheld all local COVID-19 safety protocols including mask requirements and enforcing social distancing.

SALES ADVISOR

Rosie Cheeks Boutique, Westfield

September 2019 - January 2020

- Ensured the meeting and exceeding of all weekly sale targets.
- Dealt with all customer queries in a friendly and professional manner.
- Carried out stock control duties and processed all deliveries.

References

Georgia Gadsby

Uneath PR

PR Manager & Director

press@uneathpr.co.uk

Rosie Burrige

The Britannia, Richmond

Assistant General Manager

rosieburrige24@gmail.com