

LILY PHILLIPS

MARKETING STUDENT

CONTACT



07534715339



03lilyphillips03@gmail.com



www.linkedin.com/in/lily-phillips-0a1552247



Kings Cross, London

VOLUNTEERING

London Fashion Week volunteering - Klamby with the Rivière agency

Volunteer columnist for local paper the SNJ

SKILLS

5 years in customer facing roles

Competent in all adobe programs

Fast Learner

Excellent communicator

Problem Solver

Confident selling

EDUCATION

BA (Hons) Fashion Marketing - UAL: London College of Fashion

2022-2026

My second year studies include Marketing Theory, Strategy, Social Media Management, Fashion Consumption and Psychoanalysis

Cirencester College

2020-2022

Digital Media - Distinction **

Psychology - B

Philosophy Ethics and Religion - A*

Archway School

2015-2020

10 GCSE's Grades 5-9

PROFILE

I am currently in the second year of a Fashion Marketing Degree at LCF whilst working part-time in Jewellery. Previously, I gained experience in office-based marketing roles and more hands-on work experience, including fashion week. Over the past five years, I've immersed myself in customer-facing roles, gaining valuable experience in retail and luxury sales. I am eager to refine and grow this skill set by gaining experience working in Marketing or Communications.

WORK EXPERIENCE

Sales Assistant

Kiki McDonough

FEBRUARY 2023 - CURRENT

- Sales Assistant working with semi-precious fine jewellery.
- Closing 20k+ sales
- Establishing relationships with potential high spenders and clientelling with them.
- Working closely with the production team to ensure all bespoke orders are on track and that all client needs are communicated to them.
- Opening and closing the store and producing an end-of-day report.
- Assisting with the execution of client events.

Copywriter

ECOMSilver

DECEMBER 2021 - JULY 2022

- As a Copywriter, I wrote and edited blogs and product descriptions for e-commerce clients.
- I worked to meet deadlines and communicated with the broader team about what written tone would best meet the client's needs.

Sales Assistant

Sanderson's Boutique Store

JUNE 2021- JUNE 2022

- Worked across Fragrance, Accessories, Cosmetics and Jewellery departments
- Consistently produced one of highest sales records as one of the youngest Sales Assistants.
- Developed detailed product knowledge in all areas.
- Assisted with client events.

Shadowing Head of Marketing

Ecotricity

2019

- Observed everyday activities of the marketing team over the period of a week
- Worked on copy for company website content
- Attended event preparations
- Sat in on department-wide meetings
- Shadowed different members of the marketing team