

Marcela Bonhome Peinado

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I am interested in marketing and the creative aspect of the fashion industry. During my university I have always been seeking internship opportunities and external activities to get real work experience, as well as develop my creative skills and my ability to execute projects with great attention to detail. I have taken part in volunteering activities that have given me experience collaborating with international teams, at the same time, many of the university and internship projects I have worked on have allowed me to become a person capable of finding and proposing solutions autonomously.

Academic Background

LONDON COLLEGE OF FASHION (UAL)

BA (Hons) Fashion Visual Merchandising and Branding

Oct'20 – Jun'23

London, UK

- Focus on marketing, visual merchandising, design, and branding

ESNE

Fashion camp

Jul'18

Madrid, Spain

- Pre-university course to introduce students to Fashion Design and the Fashion Industry

Relevant Experience

Circular Threads

Social Media and Marketing Internship

Nov'22

London, UK

I was responsible for the organization and visual merchandising of two Pop-up Stores in Spitalfields Market and Stratford, and the set design for a BBC interview on sustainability. I was also in charge of marketing operations and the website and interacted directly with customers and did the graphic design for the brand.

Gomez-Gracia

Sales and Marketing Freelancer

Oct'21-Mar'22

(Intern)

Working in an international fashion boutique I was able to get different responsibilities learning across most business areas. Some of the core functions I had were: marketing campaign management, coordinating the content creation for the website and social media, graphic design, merchandising, client relations, purchases, product packaging, execution and creative direction of shootings and events organization to increase the visibility of the brand, for example, launching a pop-up store in New Bond Street

Mar'22-Jun'22

(Freelancer)

London, UK

Layos Camp

Camp monitor for children of various nationalities and ages

Aug'20

Toledo, Spain

Layos Foundation

Volunteer

Jul'18

Sapa, Vietnam

DDB

Insight course during secondary school in a marketing company

Mar'18

Madrid, Spain

Additional Information

Graphic Design & Illustration using Adobe Illustrator 2020 (v 24.x)

Apr'21

Visual Design using Adobe Photoshop CC 2018

Feb'21

Print & Digital Media Publication using Adobe InDesign CC 2018

Dec'20

ACA UK & Ireland Championship virtual Final

Sep'21

Languages

- **Spanish:** Native
- **English:** Fluent

Other Skills

Computer Skills:

- **Adobe Certified Professional in Visual Design**

- **Microsoft Office:** Proficient user

- **SketchUp:** Proficient user

Soft Interests:

- **Singing.** Opera debut, Teatro Carrión 2015

- **Sailing**