

Emily H. Freund

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EDUCATION

MSc Strategic Fashion Management

London College of Fashion, UAL

2019 - 2023

Accredited by Chartered Management Institute and Chartered Institute of Management Accountants

» Coursework: Economics, Marketing Management, Product Management, Fashion Business Management, Accounting and Finance, People Management, Language and Culture, Business Analytics, Digital Skills for Business, Advanced Operations Management, Luxury Brand Management, Researching Consumer Behavior, Corporate Finance and Risk Management, and Strategy Innovation and Disruption

» Thesis: "Do You Believe What Fashion Brands Advertise? A Study into the Impact of Greenwashing on Brand Image and Consumer Purchase Intention in the Presence of Environmental Knowledge"

International Preparation for Fashion Foundation Degree

London College of Fashion, UAL

2018 - 2019

» Fashion Media and Communications, Fashion Business and Management, and Fashion Design and Development

Pre-College Diploma

Fashion Institute of Technology

2015-2016

» Advanced fashion sewing and draping

SKILLS

- » Adobe Professional in Photoshop and InDesign
- » Microsoft Office Excel Specialist
- » EDITED Retail
- » CIMA Professional in Ethics, Corporate Governance, and Business Law
- » Styling
- » Fashion Marketing
- » Market Trend Analysis
- » Fashion Design
- » Spanish

INTERESTS

Fashion blogger, cooking, expert shopper, hip-hop dancer, lover of Pilates, world traveler

PROFILE

I am a student at LCF, studying MSc Strategic Fashion Management. I have gained useful knowledge through a multitude of fashion disciplines; fashion design, data analysis, marketing, buying and merchandising, and sales. I am skilled in Adobe Suite and Microsoft Office with a certification in Photoshop, InDesign, Excel, and Edited Retail. I offer a creative, commercial, and diligent mindset and my main goal is to drive business success for the future of the brand.

PROFESSIONAL EXPERIENCE

Lululemon

Educator | London, UK | May 2022 - July 2022

- » Served customers, drove sales through engagement with customers and strategic visual merchandising techniques, and enhanced interpersonal and communication skills.

Mayor of London

Mayor's Entrepreneur Intern | London, UK | December 2021 - May 2022

- » Engaged my knowledge of the industry and my networking skills to successfully recruit students for the Mayor of London's Entrepreneur Program interacting with teachers and students across the entirety of UAL
- » Used social media marketing by posting on various platforms and PR skills for coordinating events and lecture talks,

IMRG

Data Research Intern | London, UK | November 2021

- » Observed and interpreted daily retail website data regarding promotions, environmental messages, and discounts associated with Black Friday to analyze the multitude of retailer's marketing strategies and implementation of such strategies.

Converted Closet

Fashion Design Intern | New York, NY | June 2021 - October 2021

- » Designed and produced luxury, upcycled items from vintage and second-hand clothing to build a circular economy, in addition to sourcing sustainable pieces for conversion.
- » Assisted in creating content for social media platforms, research sustainable packaging and notions for clothing items, and used Adobe to produce professional images for purchasing sites such as Farfetch.

Sustainable Research Intern | London, UK | April 2019 - October 2019

- » Researched sustainable fashion methods and brands for book collaboration with Vogue

AlphaOmega London

Digital Marketing Assistant | London, UK | December 2020 - June 2021

- » Managed and monitored all social media platforms and their success at engaging with target customers, gaining over 200 followers
- » Organized social media collaborations with influential bloggers and produced visual content to promote the partnership.
- » Facilitated photoshoot model casting, digital events planning, and building a virtual community.
- » Spearheaded and starred in the pre-recorded virtual launch video presented to industry professionals.

Lester's Clothing

Buying and Merchandising Intern | Greenvale, NY | November 2017 - June 2018

- » Assisted customers and enhanced visual merchandising of store to optimize shopping experience and grow sales.
- » Developed sales order filing system to analyze past order trends for future merchandise strategy
- » Supported photoshoot campaigns for social media

LEADERSHIP EXPERIENCE

Student Representative, MSc Strategic Fashion Management

Arts Student Union | London, UK | October 2020 - Present

- » Communicated and negotiated affairs between staff and peers to benefit the students and their work in the course
- » Planned and managed multiple events for outside-the-classroom learning experiences and social events to create a community and improve the students' well-being

Treasurer

UAL Jewish Society | London, UK | August 2020 - June 2021

- » Managed events budget, increased Jewish student engagement