

**MOLLY AJETO**

**QUALIFICATIONS**

13 - 16

10 - 12

05 - 10

UNIVERSITY OF THE CREATIVE ARTS

BA [HONS] FASHION JOURNALISM – UPPER CLASS 2:1

WYMONDHAM COLLEGE

A-LEVELS | TEXTILES, ENGLISH, LAW [B-D]

WYMONDHAM COLLEGE

GCSE’S | 3A\* | 3A’s | 3B’s

**WORK** HISTORY

**Alegre Media PR |** July 2016 – November 2016

Working with this fast paced children’s fashion PR Company, I was responsible for trend forecasting, creating daily outfit graphics, writing fashion editorials, sourcing artist collaborations as well as organising samples for shoots and keeping an organised database of it all. This role allowed me to use my professional communicative skills to liaise with industry professionals as well as adopt an appropriate tone through our many social media outlets.

**Knack Magazine |** 3rd Year University

I created and produced KNACK magazine. All features, interviews and shoots were self –directed. Using research skills I commissioned designers and illustrators to feature within my magazine. I upheld the concept of my magazine through content and format and refined my understanding of editorial aesthetics meeting the consumer’s requirements. Can be seen via my [website](http://www.mollyanneajeto.weebly.com) [Received a First]

**Cote Brasserie |** June 2015 – November 2015

Working for a large-scale company allowed me to understand the importance of upholding company values. With regular mystery diners I was able to provide 100% excellent service allowing me to provide help to fellow team members hoping to achieve the same.

**Angie Smith Styling |** April 2015 – June 2015

This experience allowed me to utilize my skills as a stylist and explore more about the fashion industry. The role required me to source samples for shoots using my own trend knowledge and research skills, as well as directly dealing with industry professionals in an approachable and professional manner.

**Principles First Ltd |** Summer 2013 – Summer 2016

Working here I have learnt excellent organisational skills and admin skills as well as solidify my excellent organisational abilities.

**ITV Anglia |** January 2012

I gained insight to how news is created through means of social media and first hand fieldwork. The fast paced industry gave me excitement to discover news stories and translate them to public as well as further my skills as an editorial writer.

CONTACT

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**ABOUT** ME

I am a creative and driven individual inside and out of a professional environment. Studying fashion journalism at University encouraged me to further my skills within the realms of the fashion world as well as within styling. As creator of KNACK magazine that was entirely self-directed, I have an understanding of the ins and outs of fashion editorial as well as the significance of trend research, it evidences my skills of artistic directions as well as time management. [Can be seen via [website](http://mollyanneajeto.weebly.com/knack-magazine.html) link above.]

I have a vast experience of working with industry professionals, such as designers, stylists and photographers; I am dedicated to interacting with fellow team members and customers and creating strong, professional relationships. I have a great understanding of customer audience in person and through maintaining visual standards, allowing my to provide a high quality service to customers.

I’m a highly organised individual and can be entrusted with a lot of responsibility and understand the influence visual merchandising has when considering upholding store standards, something I have gained through my experience within working within high end fashion environments. My work style thrives within teams and creative environments, particularly centered on fashion, and I feel comfortable in my current trend knowledge to converse fluently with potential customers.

The skills I have acquired from each work place are transferable to any work environment and I would relish the opportunity to do so.

References upon request

**SKILL** SETS

CREATIVITY

VISUAL MERCHANDISING

MICROSOFT APPLICATIONS

INDESIGN