

HELENA STRAUGHN- POELS

Creative



CONTACT ME

+44 7557 301200

helenastraughn@gmail.com

www.helenajasmine.online

Putney, London

SW15 2DF

ABOUT ME

I'm Helena , I have just finished my final year at Nottingham Trent University studying Fashion Communication and Promotion.

During my vast array of work experience, I have developed a wide range of skills including:

SKILLS

- Creativeness
- Teamworking
- Fashion Marketing
- Styling
- Content Creation
- Design
- Personable

WORK EXPERIENCE

Collen and Clare (Sales)

September 2022 - Present

Collen and Clare is an independent boutique located in Southwold, Suffolk. During my time at Collen and Clare I have been able to excel within different departments such as sales, marketing, visual merchandising, content creation, website building and general operations.

Circle of Style (Multiple roles)

February 2022 - May 2022

Circle of Style is a personalised marketplace for second hand apparel and accessories. My role involved inventory management, fulfilling orders and styling. I learnt a lot from this role and was able to understand the workings of a start up fashion business and it's operations.

South Green Design (Design Assistant)

February 2021 - May 2022

As an independent interior business, at South Green Design I assisted in the designing and mock-ups for clients. This role allowed me to gain better understanding of clients needs and responding to them efficiently.

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WORK EXPERIENCE

Ink Nightclub (Supervisor)

September 2022 - September 2023

Ink Nightclub is located in the heart of Nottingham city centre. It's a busy environment, that is mostly occupied by University students. I was given the role of ticketing supervisor, I managed the ticket sales on the door and supervised other sellers to ensure everything ran smoothly. This role was something I did during my University terms.

Focus Digital (Marketing Intern)

June 2019 - July 2019

As currently known as The Focus Agency Group, Focus Digital is a full service marketing agency specialising in building connections between brands and their audiences. I completed a four week internship at Focus Digital, where i was involved in many aspects of the business to gain knowledge and understanding of the way in which it runs.

EDUCATION

Nottingham Trent University - BA Hons Fashion Communication and Promotion

September 2021 - July 2024

Ipswich High School - 9 GCSEs, 1 AS Level and 3 A Levels

September 2013 - July 2021

OTHER JOB ROLES

- Harris & James Gelato and Coffee shop - Team supervisor and key holder
- The Red Lion Pub - Waitress
- Child Minding
- Private events Waitressing and Catering

INTERESTS

- Art and Design
- Photography
- Fashion and Culture
- Social Media
- Personal Styling
- Travel
- Sports