

# Emma de Vries

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## Education

### University of Puget Sound, Tacoma, Washington

Graduated Summa Cum Laude May 2014 with Bachelor of Arts majoring in

English with an emphasis in Creative Writing and minor in Studio Art

Cumulative GPA: 3.98/4.0

Awards: Dean's List, Phi Kappa Phi Honor Society, Phi Beta Kappa Honor Society,

Phi Eta Sigma Honor Society, National Honor Society

Languages: French & Dutch

**Universiteit van Amsterdam**, Intensive study of Language, Art, and Literature.

**University College London/ IES London**, Study of Art History, Literature, and History.

## Skills

Creativity, organisation, strong work ethic, sales experience, excellent time management.

Writing, editing, graphic design, illustration, and photography.

Website design, Shopify, Wordpress, CMS, and SEO.

Photoshop, InDesign, Adobe Illustrator, Word, Excel, Powerpoint.

## Experience

March 2018 - Present

### Web Marketing Manager & Wholesale Manager

Katherine Hooker, London, England

*Ready-to-wear and bespoke coats & jackets, handmade in London using the highest quality fabrics. Clients include Kate Middleton, Zoe Saldana, and Taylor Swift.*

- Manage website and brand's online presence. This includes managing website redesign and continual updates, updating website to ensure UX is always great and intuitive, ensuring all products are uploaded to tight deadlines, writing copy for all products and marketing materials and SEO.
- Online Marketing, including producing weekly emailers with strong messaging, working closely with the social media team to ensure all imagery is consistent, and planning the yearly marketing calendar
- Plan and produce photoshoots — including casting the model, booking the photographer, creating sample line sheets, and managing production to ensure samples are made in time. Art direction and styling during shoot to ensure images are consistent with brand image. as well as managing post processing of photographs
- Manage multiple wholesale accounts in the UK, United States, and Japan. Tasks include conducting meetings in our showroom, managing large amounts of correspondence, working to tight deadlines and ensuring the delivered product meets the standards of both the company and the client, and efficiently dealing with any client concerns or issues

May 2015 - Feb 2018

### Product Development Assistant & Wholesale Manager

Katherine Hooker, London, England

- Work directly with lead designer on colour stories, mood boards, and product design. Source fabric and trims for new collections, choose trims, etc. for each garment, order bulk fabrics while working to a budget
- Work with pattern cutters from beginning to completion to ensure garment is true to concept and is consistent with brand image and sizing
- Product Photography — Shoot accessories campaigns and product shots
- Assist in customer service concerns and aid in fitting of garments for alterations

Dec. 2014 - Present

**Graphic & Web Designer**

Emma de Vries Creative, London, England

- Freelance web designer, creating e-commerce, business, and personal websites
- Freelance graphic designer, creating banners, posters, and branding materials
- Writing and editing copy for clients, creating multiple blog posts per week
- Experience with Wordpress, CMS, and SEO

Dec. 2014 - April 2015

**Graphic Designer, Web Designer & Photographer**

Cirque le Soir, London, England

- Create promotional materials for the brand, ranging from flyers, e-mail blasts, website redesigns, menus, corporate brochures, and Photo Booth sets
- Photograph performers in the studio for promotional images

June 2012 - July 2015

**Editorial Assistant**

Hawaii Red Style, Honolulu, Hawaii

- Produce daily articles for online fashion, lifestyle and travel magazine
- Shoot, edit, and retouch photographs of products, locations, and people
- Interview designers and makes lasting connections with influencers in the industry
- Attend and cover industry events
- Manage social media outlets, including twitter, facebook, and instagram

June 2011 - June 2014

**Fashion & Commercial Model**

Niche Models and Talent, Honolulu, Hawaii

- Consulted with client regarding photo shoot goals and ensures that brand is represented as per clients request
- Worked internationally in both Runway and Print

June 2012- May 2014

**Radio DJ**

KUPS 90.1 FM, Tacoma, Washington

- Hosted a weekly radio show highlighting local musicians
- Conducted interviews on air with a diverse group of talent