

ALICE CHANDLER

INFORMATION

Mobile

07951097850

E-mail

alicechandler@btinternet.com

Location

Central London

Full Clean Driving Licence

REFERENCES

Gemma Griffiths-Piper

PR Manager at Colour WOW
Griffiths-piper.pr@outlook.com
07979598052

Elinor Fisher

TIGI Global Education
Assistant Manager
elinor.fisher@tigi.com

INTERESTS

I have a keen interest in the Beauty Industry I have been to many events outside of work. These include workshops the British Beauty Council, Glamour Beauty Festival, Her Hustle and Womens Connect panel events.

Outside of work I have been fortunate to have travelled quite extensively, in locations such as India, Thailand, South Africa and Vietnam. These experiences have not only helped to shape me as a culturally aware and outgoing individual but also given me an insight into the locations where a significant amount of fashion/beauty is sourced.

ABOUT

Currently working at TIGI International in the Global Education team leading Social Media and Communications. Responsible for organising backstage at fashion week shows, developing and promoting global education assets, managing @TIGIProfessionals Instagram account and working on projects with other global colleagues.

Graduated in 2018 in BA Fashion Business and Promotion from Birmingham City University. An independent, chatty individual determined to learn and tackle any opportunity.

PROFESSIONAL EXPERIENCE

2018-2020 TIGI International, Unilever

Globally developing and promoting education for hairdressers internally and externally.

- * Responsible for producing Educational and Marketing assets for Academies and courses across the globe such as workbooks and brochures
- * Owning; content, scheduling and posting on @TIGIProfessionals Instagram account, organically risen by 20k since taking over the account 1 year ago (102k followers).
- * Responsible for the TIGI relationship for the British Beauty Council. Organising meetings about TIGI's involvement as patrons for their reports and events along with attending the events.
- * Developing Education Courses with Creative Team and rolling them out globally.
- * Created a Social Media Toolkit, training internal TIGI staff to upskill salons globally.
- * Responsible for the relationship with the external TIGI PR agency to devise PR initiatives for TIGI Education and implementing Global PR guidelines.
- * Creating seasonal trends presentations with Session Director for Global courses
- * Raising PO's using Oracle and monitoring of the Education budget
- * Representing TIGI at hairdressing events with top TIGI accounts such as Behind the Chair tour
- * Collaborating with the digital team to give an Education perspective to each monthly Newsletter
- * Writing assets such as Social Media Guides for TIGI events with around 1,500 guests of key trade and salon accounts
- * Managing TIGI hairdressers, Session Team and PR backstage at Fashion Week for the past 3 seasons
- * Managing TIGIFuse.com including website maintenance using the CMS, design and content creation
- * TIGI Trends Champion. Responsible for informing the wider TIGI team of trends and innovation within the beauty industry
- * Managing product send outs to press and influencers along with maintaining the relationships
- * Photoshoot Support and managing the rolling out the final content globally.

WORK EXPERIENCE

2018 Alex Silver PR- (Piccadilly, London)

Interned in Piccadilly Circus Office learning the basics of PR to grow my skills specifically in the Beauty PR sector, including;

- *PR packaging and send outs
- *Social media managing and maintaining relationships with bloggers/ Influencers
- *Prepaing and working Press Events
- *Database collation
- *Sending and Creating Press Releases

2018 The White Company- (White City / various locations around London)

Photoshoot Department in London Head Office assisting shoots for their Christmas Range across all departments- Fashion, Interiors and Little White Company

- * Assisting on Photoshoots in and around London
- * Input Meta Data for shoot lists and online uploads
- * Preparing and packaging for Photoshoots

Previously completed work experience twice in 2014 and 2015 assisting on Photoshoots

SKILLS



Oracle experience
1.5 years

Wordpress CMS

SOCIAL

TWITTER
[@aliceechandler](#)

INSTAGRAM
[@alice_chandler13](#)

LINKEDIN
[Alice Chandler](#)

UNIVERSITY WORK
www.alicechandler.fashion

2017 Bobbi Brown Cosmetics, Estee Lauder Companies- AUGUST (Estee

Lauder Head Office, Fitzroy, London)

In the Easter and Summer Holidays working in the PR/ Communications department in London this involved;

- * Packaging and creating send outs
- * Collecting press coverage
- * Organising make-up bags for photoshoots
- * Preparing and assisting on events in the office and around London

2017 Jones the Bootmaker- (Leicester, Head office)

Creative assistant on photoshoot in Manchester for their new Winter range for one week and in the Head Office in Leicester for two weeks

- * Assisting art director on shoots
- * Packaging and creating send outs
- * Presented new ideas for the marketing department basing around a new range created
- * Collected press coverage
- * Assisted the Visual Merchandiser and PR team on the Press Event in London

2016 All in all Events

Supported the manager with the running of two events which involved; welcoming and navigating guests around the venue, serving refreshments and assisting the manager with activities throughout the event.

- * Botanical Gardens in association with John Lewis
- * Aston Villa Charity evening for a Special needs Centre in Birmingham

EDUCATION

2008-13

Sir William Robertson
High School
6 GCSE's A-C
(including Math,
English and Science)

2013-15

Lincoln Minster School
A levels:
Art
Travel and Tourism
Photography

2015-18

Birmingham City
University
BA (Hons) Fashion
Business and Promotion
Graduating with a 2:1

Digital Marketing, Branding and PR

Created new concepts to improve the marketing, branding and PR for Jack Wills. Involving new social media marketing strategies, PR events and instore offers to encourage students to shop both online and in bricks and mortar stores at the 'university outfitters'.

Events Management

Starting at £0 the group raised money through fundraising by selling cakes, popcorn painting nails and selling tickets to be able to put on a Vegas themed evening event all in aid for St Basils homeless charity. Every member of the group had job roles including social media manager, marketing manager and financial manager, this ensured everyone contributed. Overall £1,000 was raised from a group of 8 students.

International Retailing

A Business Plan for London based nail bar WAH London to internationalise to Tokyo. Researching thoroughly into new manufacturing companies and areas to set-up the new shop and marketing strategies to encourage the Japanese market to engage with the brand. Marketing strategies incorporated the ethos of the brand which involved female empowerment as Japan is currently 111th in the world economic forum on gender equality rankings. The concept was to improve this by opening on International womens day and raise awareness through press events for Japanese bloggers and social media strategies.

Dissertation

Thoroughly researching into how companies need to keep up with the Millennial generation as they are getting older and now of the working age, they are powerful and influencing the way companies work. Many millennials have lost trust in online reviews and advertising as many influencers are getting paid large amounts of money to promote products consequently making it harder to trust anyone with a large social following.

Final Major Project

Created a Business Plan for a new concept for Estee Lauder Companies called Mini Estee. Mini Estee is a subscription service with a twist. Customers can personally pick samples delivered straight to their door with a personal profile. They are encouraged to review the products they order, post photos and interact with other users, hopefully encouraging each other to experiment within the brands. This should then lead them to buying different products and bringing in a younger demographic to the companies. A Marketing plan including Press events, offers and exciting opportunities for customers which should encourage the targeted demographics to purchase was also developed.