

## 📄 SUMMARY

Strategic, analytical, and creatively driven Fashion Marketing & Management student (Level 5) with a strong background in dataled decisionmaking, project coordination, and digital workflow optimisation. I bring 8+ years of experience in stakeholder management, process design, and systembased problemsolving, now applied to brand storytelling, consumer behaviour, and marketing strategy.

My work blends creative direction with commercial logic, enabling me to develop visually compelling concepts grounded in research, insight, and structured planning. Passionate about brand identity, digital content, and understanding how consumers interact with fashion in a modern, multiplatform landscape.

## ⚙️ SKILLS

Adobe InDesign, Illustrator, Premiere Pro  
Canva & Digital Content Tools  
SAP S/4HANA (analytical + workflow skills reframed for marketing ops)  
Advanced Excel (data analysis, segmentation, forecasting)  
CRM & ERP logic (useful for consumer data and brand operations)  
Visual research & moodboard creation  
Copywriting & structured documentation

## 🌐 LANGUAGES

HUNGARIAN, ENGLISH

## 📁 EXPERIENCE

**Project Estimator - Capital Projects Specialist** May 2024 – Present  
Arabelle Solutions (formerly part of GE Vernova) – RUGBY

- Managed complex data, workflows, and crossfunctional communicationskills directly transferable to **campaign planning, brand operations, and marketing project management**.
- Translated technical information into clear, structured documentation, demonstrating strong content **organisation and analytical storytelling**.
- Led process improvements using **LEAN methodology, mirroring efficiency in digital content pipelines and marketing operations**.
- Collaborated with global teams, strengthening **stakeholder engagement and communication strategy**.

**Strategic Sourcing Specialist - Capital Projects** Nov 2023 – Apr 2024  
GE Vernova – RUGBY

- Coordinated high-volume digital workflows, supporting data **driven marketing decisions and structured project execution**.
- Produced reporting and analysis experience now applied to **market research and consumer insight**.
- Resolved complex queries with a service oriented mindset, reflecting strong **brand communication and problem solving**.

**Procurement & Logistics Buyer** Jan 2023 – Aug 2023  
Wood - Automated Systems – Northampton

- Managed digital systems and data integrity, reinforcing **attention to detail in marketing analytics and content accuracy**.
- Identified workflow bottlenecks and improved processes parallel to **optimising brand content pipelines**.

**Tactical Buyer / Assistant Buyer Roles (2015–2022)** 2015 – 2022

- Various **engineering and technology environments**
- Built strong foundations in **project coordination, stakeholder communication, data analysis, and structured documentation**.
- Experience in compliance, reporting, and crossteam collaborationskills essential for **brand governance, campaign planning, and marketing operations**.

## 🎓 EDUCATION

**BA HONS FASHION MARKETING & MANAGEMENT** Oct 2023 – Present  
London College of Contemporary Arts – LONDON

**Diploma of Higher Education in Computing & IT and Business** Feb 2012 – Dec 2017

The Open University – BIRMINGHAM  
**Accounts Level 2** Sep 2011 – Dec 2011

Warwickshire College – RUGBY  
**A' Levels** 2002 – 2006

PETER ANDRE SECONDARY SCHOOL – SZEGHALOM, HUNGARY

Math's, IT, English, Hungarian Literature and Grammar

## 🎯 CORE COMPETENCIES

- Brand Strategy & Positioning
- Consumer Behaviour & Market Insight
- Trend Forecasting & Cultural Analysis
- Creative Direction & Visual Storytelling
- Digital Content Planning (Adobe Suite, Canva)
- Marketing Analytics & Data Interpretation
- Project Coordination & CrossFunctional Collaboration
- Process Optimisation & Workflow Design
- Stakeholder Communication & Presentation Skills