

IZZY DIXON

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m | 07429637926

PROFILE

I am a confident, personable, and highly organised, Fashion Communication and Business Graduate (BA Hons) with a passion for developing innovative brand campaigns. I mix whole heartedly with all creative people and have a close eye on emerging trends and social causes.

I can effectively challenge perceived boundaries and create a forward-thinking approach. Working collaboratively and within established financial and time constraints, I develop and promote brand identity from concept, planning, through to implementation. I have the versatility and skills required to, style, set, film, and apply graphic design, to achieve quick, detailed, and cost-efficient outcomes.

By using a variety of cost effective mixed and digital media, with a particular emphasis on visual promotion and styling I can identify and target specific groups; inspiring them to engage with the brand.

CREATIVE EXPERIENCE

Moving Image & Film Creator / Editor for 'Opia Magazine' | 2020. Magazine and merchandise sold at Magazine Brighton. Working with a group of 8 creators to create a multiplatform branding of Opia Magazine. Showcasing sustainability in the past, present and future.

My direct involvement was filming campaigns, behind the scenes and editorial moving imagery for digital content, however my direction and still photography features in the printed format to achieve consistent branding.

Photography, Set Design & Website Creator for 'The Stream of Lucid Dreams' | 2020.

Group of 4 collaboration with 2 of the L6 Fashion Design students. Using the garment's designs, research and aesthetic to communicate their projects in a fashion space. COVID-19 didn't allow us to create our exhibition but we adjusted to the digital times with a creative online website, lookbook, fashion films & more.

CORE SKILLS

Photography and fashion film
Set styling
Market research
Graphic design
Digital marketing
Content creation
Campaign management
Cost control
Critical thinking
Client engagement

IT SKILLS

Photoshop ★★★★★
InDesign ★★★★★
Premier Pro ★★★★★
After Effects ★★★★★
Procreate ★★★★★
Lightroom ★★★★★
Wordpress ★★★★★
MS Office ★★★★★
Excel ★★★★★

EDUCATION

**2018-2021 University of Brighton BA(hons)
Fashion Communication with Business Studies**

**2015-2017 Farnborough Sixth Form College |
A Levels Photography B, Fashion Textiles B & Sociology B**

2010-2015 Tomlinscote School | 11 GCSEs Grade A-C

REFERENCES

**Dr, Ph.D Jules Findley | Principal Lecturer,
Fashion Communication with Business Studies
University of Brighton
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**Mark Wells-Senior Lecturer | Course Leader
Fashion Communication with Business Studies
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EMPLOYMENT

**Longacres Garden Centre | 2017-2020
Tills Supervisor. Customer Service.**

**I joined as a sales assistant but was quickly promoted to Supervisor,
soon after moved to a Customer Service dealing with a variety of
customer situations. Written and verbal skills development.
Key interfaces: departmental managers, suppliers and customers.**

**Caffe Amore | 2019-2020
Front of House. Waitress. Menu Graphic Design.**

**Greeting customers with a friendly and approachable attitude.
Making sure everything runs smoothly to ensure the customer
receives best quality service. Organising tables, taking and serving
orders I would adapt to new tasks quickly. A hardworking and
reliable team member. I regularly demonstrated willingness to adapt
to any hours required.**

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