# Glana Dane







# **PROFILE**

Hardworking, well-presented and enthusiastic. A creative and outgoing team-player with excellent client communication skills, a meticulous eye for detail and target orientated mindset.

# **CONTACT INFO**

Address: London, UK

Phone: Please enquire

Email: ciara.loane@hotmail.com

# **STRENGTHS**



Communication Skills

Time Management & Organisation

Creative & Original

Resourceful

Educating & Team Tutoring

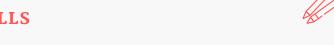
Ability to Work to Deadlines

#### INTERESTS



- Writing & Blogging
- Mental Health Awareness

# **SKILLS**



Uniquely tailored for each project including Writing short copy, long copy, newsletters, adverts &

social media.

For clients, photoshoots, brands and screen. Using my knowledge of target audiences and Styling style to create fun and original ensembles and

images.

Content creation and account management with a Social Media record of high engagement and followers on apps

like Instagram.

Creating original and innovative art using Illustration

computer applications and by hand.

Investigating primary and secondary sources to Research

ascertain stories and facts for writing.

Building meaningful relationships with a high Client level of repeat clients.

Relations

#### **EDUCATION**



London College of Style, UK, 2019

• Womenswear Styling, Menswear Styling & Colour Analysis

Royal Central School of Speech & Drama, University of London, UK, 2018 BA: Hons in Design for Stage - 2:1

- Use of computer applications such as Adobe Suite, Sketchup and AutoCad
- Critical Thinking & Writing
- Costume & Set Design for various productions including Dracula (2017)
- Formulated and executed the marketing campaign for My Barking Dog (2016) at the New End Theatre

# **EDUCATION** (cont.)



# Al Yasmina School, UAE, 2015, Higher Education

Double Distinction Star in Level 3 BTEC, Art and Design B in Psychology A-Level C in History A-Level

# Al Yasmina School, UAE, 2013, GCSEs

A\* in English Language, A in English Literature, A in Mathematics, 5 A's including History and Art and a B in Science

#### **EXPERIENCE**



March 2020 - Present Copywriter at Copify

- Tailoring copy for a specific briefing on a wide range of subjects including blog posts and product descriptions
- Research skills used to investigate specific topics and audiences

#### March 2019 - Present Freelance Writer

- Articles published in magazines and online such as Flux.com as well as self-published
- $\bullet$  Researching leads and creating original pitches to write

# January 2019 - Present Personal Stylist at John Lewis & Partners

- Managed a team of 4 and led the organisation of a fashion show including 8 models, for ar audience of 40 people
- Specially selected technology 'guru' for my team, educating and assisting in IT ways of working and procedures
- Styling clients in the latest styles or timeless looks
- Photo styling and short copy writing for the creation of engaging content to post to social media for my loyal following
- Use of social media to promote the styling service (building up a successful following with a high engagement rate)
- ullet Presenting skills honed through demonstrating and displaying the latest trends and looks to groups of 10-20 in 'Style Talks' and individually to clients
- Using clientelling applications to email and connect with clients. Writing short and long copy to send to past and prospective clients to advertise the service and build relationships

#### February 2018 - January 2019 Sales Associate at West Elm

- Target driven performance
- Sales orientated whilst creatively advising customers on interiors

# April - September 2017

Internship at the Department of Theatre and Performance at the Victoria and Albert Museum

- Teamwork and brainstorming as well as research used in the early planning stages of upcoming exhibitions
- •Event management and organisation for press evenings, exhibitions & events