**ECOMMERCE AND EDITORAL EXPERIENCE**

**Studio Group Copywriter (Fixed Term), New Look, June 2017- September 2017**

* Wrote all descriptions and product information for all products across the site
* Awareness of SEO impacts on product descriptions and titles
* Inputted all product information including wash care, fabric composition, dimensions/length etc directly into the CMS

**Ecommerce Copywriter (Fixed Term), Monsoon Accessorize, May 2017**

* Wrote product descriptions for the Monsoon, Accessorize and Children’s brands
* Worked towards improving conversion online through inspirational and engaging copy

**MTV Correspondent / Fashion & Lifestyle Blogger,** **Yahoo! UK, May 2016 – February 2017**

* Yahoo! Celebrity: interview at MTV press events in London on Yahoo! UK´s behalf
* <https://uk.news.yahoo.com/watch-geordie-shore-chat-politics-kardashians-114734240.html>
* Yahoo! Style: wrote fashion and lifestyle news stories, listicles and guides
* Used Tumblr as a CMS <http://geneveanderson.tumblr.com/>

**Fashion & Lifestyle Writer, The Upcoming, February 2016 – September 2016**

* <http://www.theupcoming.co.uk/author/geneve-anderson/>
* Wrote for the fashion section on a weekly basis
* News pieces, fashion product listicles, trend pieces and reviews

**Freelance Writer, The Idle Man, May 2016**

* Contributed on the editorial page of the menswear-specific online retailer
* Applied basic SEO practices to increase web traffic and used Wordpress as CMS

**Fashion Copywriter, Style Compare, August 2015 – September 2015**

* Wrote website copy predominantly for brands featured on ecommerce site
* Researched the latest fashion labels and trends

**Translator Intern / Assistant, RZG Anderson Language Services, August 2011- July 2015**

* Translated lifestyle reports and articles from German to English
* Clients included Swiss Prime Site and Migros AG in Switzerland

**ADDITIONAL EMPLOYMENT**

**Style Advisor, Karen Millen (Switzerland), September 2015- June 2016**

* Wrote daily reports using Microsoft Excel
* Contributed to achieving the store´s sales targets

**Pattern Room Intern/ Coordinators Assistant, French Connection, June 2014- July 2014**

* Worked closely with the Coordinator and Pattern Cutters
* Edited technical sketches with Adobe Photoshop

**EDUCATION**

**University of the Arts London / London College of Fashion, Postgraduate Certificate with Merit, Fashion & Lifestyle Journalism 2016 – 2017**

* Developed a critical understanding of the core principles of fashion and lifestyle journalism
* Interviewed industry experts, editors and celebrities for various articles
* Final project: <https://prettysmartbeautyblog.wordpress.com/>

**Arts University Bournemouth, BA (HONS) Fashion Studies, 2012 – 2015**

* Industry project with brand Griffin Studios: <https://ganderson91griffin.wordpress.com/>
* Specialised in women’s activewear

 **F&F School of Art and Media Design, Foundation Diploma in Art and Design, 2011- 2012**

* Specialised in fine art, film making and photography.

**Zurich International School, High School Diploma, 2007- 2010**

* (AP) Advance Placement Certification in German, Studio Art and Art History

**MISCELLANEOUS**

* Volunteer work at Nepal primary school with Zurich International School in 2010
* Language skills: English (fluent), German (fluent), French (conversational)