



Paige Tassadit Agguini

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NORWICH/LONDON	

PROFILE

Since recently finishing a BA (Hons) Fashion Communication and Promotion undergraduate degree, I am an aspiring content creator, fashion analyst and trend forecaster currently seeking an opportunity to develop my skills and experiences within the fashion industry. Within my creative work, I am inspired by emerging trends, creative collaboration and humanitarian matters and aim to create work that initiates compelling conversations into the theme of fashion identity in captivating and contemporary ways. Commended by previous employers and tutors as being a creative, versatile and self-motivated colleague and team member, I am interested in pursuing career roles that allow me to work towards building a more inclusive and diverse fashion industry and am passionate about campaigning to make change for the better. I enjoy using creative practices such as photography, graphic design, journalism and styling, and I am confident using digital tools such as Photoshop, InDesign and the Microsoft Suite.

EDUCATION

- 2018 - 2021 NORWICH UNIVERSITY OF THE ARTS,** Norwich, NR2 4SN
B.A. (Hons.) Fashion Communication & Promotion
- 2015 - 2018 USP COLLEGE,** Essex, SS7 1TW
*BTEC Level 3 Extended Diploma in Visual Design (Grade: D*D*D*)*
BTEC Level 3 Subsidiary Diploma in Visual Design (Grade: D)*
CHASE HIGH SCHOOL, Essex, SS0 0RT
BTEC Level 3 Subsidiary Diploma in Design Crafts (Grade: MP)
- 2010 - 2015 THE KING EDMUND SCHOOL,** SS4 1TL
GCSEs: English Literature (A); English Language (A); Art (A); Drama (A); R.E. (A); Maths (C); Music (D).*

INTERNSHIPS

THE CIRCLE, London, UK

March - September 2020

REMOTE COMMUNITY RESEARCH VOLUNTEER

Within this role, I was a part of a remote research team that worked on collecting market research and writing briefs in order to assist The Circle, a start-up Fashtech sustainable company creating a variety of online marketplace and discovery platforms with the aim to make conscious shopping quick, fun and affordable. I was personally recognised within the role and was later a part of a two-person team that oversaw the drafting and creation of a potential business publication.

Responsibilities within this role included:

- Researching, fact-finding and analysing current retail platforms, brands and sustainable fashion programs.
- Engaging in brainstorming sessions around possible platform features.
- Carrying out analysis of potential consumer groups and providing insight into their attitudes, beliefs and behaviours.
- Providing feedback on the prototype user journey to help improve customer experience.
- Providing detailed analytics reports including qualitative and quantitative data to ensure insights are shared and used widely within the business.
- Drafting ideas for webinars and online seminars, as well as other deliverables to increase user engagement.
- Using the Adobe Creative Suite to present and display presentations, market research and publication concepts.
- Navigating project management and communication tools such as Asana and Slack.

SKILLS

Adobe Creative Suite	● ● ● ● ●
Marketing & Business Theory	● ● ● ○ ○
Networking & Social Skills	● ● ● ● ●
Social Media Knowledge	● ● ● ○ ○
Styling & Trend Forecasting	● ● ● ○ ○
Research & Analysis	● ● ● ● ●
Concept Creation	● ● ● ● ○

OTHER EMPLOYMENT

PREMIER INN,

Norwich, NR1 1DX (September 2020 - Present)

House Keeper (16 Hours p.w. plus overtime)

HOUSE OF FRASER, MISS SELFRIDGE CONCESSION,

Intu Chapelfield, Norwich, NR1 3SH (November 2018 - March 2020)

Style Advisor (8 Hours p.w. plus overtime)

PREMIER INN,

Southend - on - Sea, SS1 3AD (Seasonal Work July - August 2018)

House Keeper (16 Hours p.w. plus overtime)

HOUSE OF FRASER, MINT VELVET CONCESSION,

Intu Chapelfield, Norwich, NR1 3SH (September - November 2018)

Style Advisor (15 Hours p.w. plus overtime)