



Laura Robinson

BASED

Longfield, Kent

CONTACT

☎ 07983602506

✉ laurasrobinson@yahoo.com

🌐 <https://www.curatedbylaura.com>

ABOUT ME

I am a fashion-focused creative with a BA (Hons) in Fashion Media & Promotion from the University for the Creative Arts, specialising in fashion communication, styling, and media strategy. I have hands-on experience across editorial and fashion environments, including managing content for an international online magazine, supporting fashion shoots, and contributing to creative campaigns.

Alongside my professional experience, I have undertaken extensive solo and group travel across Australia, Europe, and Asia, developing strong adaptability, planning, and cross-cultural communication skills. Exposure to global fashion capitals and diverse cultures continues to shape my creative perspective and understanding of international audiences.

I thrive where creativity, style, and storytelling meet, and I am passionate about creating compelling content, connecting brands with audiences, and building a career within a forward-thinking fashion or media organisation.

EXPERIENCE

Editorial Content Manager - Cellotape Magazine (Feb 2024 - Present)

- Managed editorial content for a global team across New York, Sydney, Dubai, Paris, Spain, and Milan, ensuring timely delivery and consistency.
- Created and maintained an online editorial calendar, streamlining scheduling and improving cross-team workflow.
- Coordinated editorial planning, assignments, and deadlines for a remote, multi-time-zone team.
- Represented the magazine at London Fashion Week, reporting on events and supporting editorial coverage.
- Oversaw social media content scheduling and engagement, contributing to audience growth and brand presence.
- Facilitated communication between international team members, enhancing collaboration and productivity.
- Developed strong skills in remote team management, digital editorial operations, and international media coordination.

Deputy Steward - Hartley & District Social Club (2022-Present)

- Assisted in daily operations including staffing, stock management, and opening/closing duties.
- Stepped in for the Head Steward to oversee bar operations and enforce club policies.
- Managed social media and website to increase event engagement and member attendance since we have 30% increase on takings from the previous year.

Fashion Assistant/ Stylist - Cassine by Kelly Oozageer (2023 - 2026)

- Assisted in fashion shoots, contributing to styling, set preparation, and wardrobe coordination.
- Supported creative direction by collaborating on concepts, mood boards, and visual storytelling.
- Brainstormed and developed new ideas for campaigns, collections, and editorial content.
- Worked closely with the creative team to ensure cohesive brand identity and aesthetic across all projects.
- Gained practical experience in fashion production, styling, and creative strategy.



Laura Robinson

BASED

Longfield, Kent

CONTACT

📞 07983602506

✉ laurasrobinson@yahoo.com

🌐 <https://www.curatedbylaura.com>

EDUCATION

BA (Hons) 2:1 Fashion Media & Promotion - Attended University for the Creative Arts from Sept 2020 until July 2023

Level 3 Certificate in Social Media for E-Commerce - Studied from Sept 2025 to Present

INTERESTS

Solo and group travel across Australia, Europe, and Asia, developing strong adaptability, planning, problem-solving, and cross-cultural communication skills. Key experiences include solo backpacking in Australia (2020), inter-railing across major European cities (2022), and immersive travel throughout Southeast Asia and Hong Kong (2023).

REFERENCES

Available upon request.

Night Team Stocker - Primark (2021-2023)

- Managed replenishment and organisation of high-volume stock in line with merchandising plans.
- Worked to tight deadlines ensuring sales floor readiness for store opening.
- Collaborated with management to maintain visual standards and compliance.

Retail Sales Assistant - Primark (2018-2020)

- Delivered customer service and maintained department presentation.
- Supported visual merchandising during seasonal changes.
- Trained new team members on company standards and customer interaction.

Retail Sales Assistant - Marks & Spencers 2017-2018 | Christmas 2020 (Work Experience, Part-Time & Seasonal)

- Progressed from early work experience into a customer-facing retail role, demonstrating reliability and strong work ethic.
- Delivered consistent customer service, developing long-term customer relationships in a fast-paced retail environment.
- Assisted with stock control, replenishment, and maintaining visual merchandising standards.
- Returned as a Christmas temporary team member in 2020, supporting peak trading and high customer demand.

Photoshoot Assistant - Dune London (2017)

- Assisted the production team on set, acting as a runner and supporting the smooth running of the shoot