

# Stephanie Squires

Bedfordshire | Email: [\\*\\*\\*\\*\\*@hotmail.com](mailto:*****@hotmail.com) | Mb: 07787 767\*\*\*  
<https://www.linkedin.com/in/stephanie-squires-3627bb103/>

## Profile:

A confident well-presented 2:1 Graduate with excellent verbal and written communication skills demonstrating the ability to hold conversations with a broad range of people across all levels. I have a strong passion for marketing, supporting brands reach their target audience either via online channels or instore POS and effective communication strategies. I am personable, fun, very much a team player and happy to take on new challenges.

---

## Education:

### **2014 – 2018 Bournemouth University (Including Placement Year). Communication and Media BA (Hons) 2:1**

Modules Include (not limited to):

- Communication and Marketing
- Media, Journalism and Society
- Writing for Different Purposes
- Advertising
- New media narrative
- Writing, editing and publishing
- Media and Marketing Research
- Media: Messages and Meanings
- Narrative Structures
- Popular Texts and Intertexts
- Web and Mobile Communication
- Celebrity culture

### **2009 – 2014 Harlington Upper School, Harlington, Bedfordshire**

**A' Levels:** Performing Arts A\*, English Language C, Media C

**GCSE's:** 10 x GCSE's (All grades A\* - C)

---

## Work History:

### **Global Brands Group (Member of Fung Group), London**

#### **Retail Marketing Intern**

**June 2018 – Present**

GBG is one of the world's leading branded fashion accessories, footwear, and apparel companies. Portfolio of brands: Calvin Klein, Under Armour, Juicy Couture, Frye, Joe's, Spyder, Cole Haan, Kenneth Cole, Jones New York, and many more.

#### **Position Overview:**

Assist the Retail Marketing Manager in planning and executing a marketing plan across our retail stores (Fiorelli and Juicy Couture), helping to ensure consistent and steady growth. Produce and maintain the Marketing Calendar for our retail and wholesale business, ensuring it is continuously updated with any changes or additions.

- Liaise with the GBG Europe F&A Sales Team and our international partners to provide tools and assets to support our global wholesale business
- Manage the daily creative requests that come in to the marketing team from all areas of the business and ensure that they are processed and assigned in a timely manner
- Work with the retail and merchandising teams to understand the business requirements and deliver strong and consistent messaging in store
- Liaise with the central marketing teams at each village/outlet owner to keep up to date with opportunities and ensure GBG brands are front of mind
- Work with the Graphic Design team to develop assets and tool kits for retail stores (including POS, window kits and digital assets)
- Work with the Social and Digital teams to identify online opportunities for our brands and react quickly to supplying assets
- Assist the Retail Marketing Manager with the planning of events and in store animations at key retail periods
- Maintain and update the activity presentations for all brands
- Produce copy for the retail store communications and ensure that stores receive regular updates on planned activity

---

**InterContinental Hotel Groups (IHG), Denham, Bucks****Brand Executive - Placement****June 2016 – July 2017**

IHG is one of the world's leading hotel companies working across almost 100 countries, representing hotels to include: InterContinental, Hotel Indigo, Holiday Inn, Holiday Inn Express etc.

**Position Overview:** Providing brand and marketing support for the InterContinental and Hotel Indigo brands within Europe.

**Achievements**

- Organised and managed a three-day event for InterContinental Hotels with Europe
- Produced competitor analysis (to which I was asked to present at the Directors meeting)
- Created media assets for Hotel Indigo campaigns
- Relationship building with different agencies, including attending agency meetings
- Undertook a photography audit for the Hotel Indigo estate
- Wrote content for the Hotel Indigo content hub
- Helped organise and manage internal events
- Produced an updated version of the internal Hotel Indigo and InterContinental Sales Kit
- Produced internal newsletters

---

**Rexam PLC (Now Ball Beverage Packaging)****Internship****August 2015**

FTSE100 leading global beverage can manufacturer with 55 plants across 23 countries representing brands to include: Coca-Cola, Red Bull, Carlsberg etc.

**Achievements:**

- Wrote creative press releases
- Produced internal newsletters
- Prepared video content
- Contributed towards drafting news stories across markets to include: Europe, North America, India and Egypt

I travelled to Wakefield to visit a plant to witness the complex and impressive manufacturing process educating me to a basic level on lean manufacturing and sustainability. The internship included experience agency side with a leading London PR agency who support Rexam.

---

**Center Parcs Woburn Forest****Retail Assistant****Feb 2014 – June 2018**

I joined Center Parcs at Woburn Forest at an exciting time as it was a brand new village, I have a zero hour contract which enables me to work when home from University.

---

**Additional Information:****2014 – Rock Challenge – ‘Be your best’**

Formed part of the Harlington Upper School leadership team in choreographing and performing in a performance of Titanic – telling a story through dance. Achieving first place in UKRC Southern Finals

[http://www.rockchallenge.co.uk/modules.php?op=modload&name=PagEd&file=index&topic\\_id=5&page\\_id=2005](http://www.rockchallenge.co.uk/modules.php?op=modload&name=PagEd&file=index&topic_id=5&page_id=2005)

DOB: 19.04.1996

Full UK Driving Licence, own vehicle

Confident in the use of Microsoft Office: Word, Excel & PowerPoint. PC and Apple Mac user.

---

**Interests:**

- I love the digital world that we live in and I enjoy browsing the internet particularly following fashion trends and am guilty of frequent online shopping
- Spending time entertaining my two nieces who I am fortunate to see regularly
- Socialising with a varied circle of friends that I have grown to know from School, University and Work