

Ciara Loane



WRITER, STYLIST
& CONTENT
CREATOR

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

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STRENGTHS



Communication Skills

Time Management & Organisation

Creative & Original

Resourceful

Educating & Team Tutoring

Ability to Work to Deadlines

INTERESTS



- Writing & Blogging
- Spoke on Radio Arle about Mental Health Awareness
- Collecting Cameras
- Reading
- Creating Art
- Cocktail Making

SKILLS



Writing

Uniquely tailored for each project including short copy, long copy, newsletters, adverts & social media.

Styling

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

Social Media

Content creation and account management with a record of high engagement and followers on apps like Instagram.

Illustration

Creating original and innovative art using computer applications and by hand.

Research

Investigating primary and secondary sources to ascertain stories and facts for writing.

Client Relations

Building meaningful relationships with a high level of repeat clients.

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
- 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 an 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)
- 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