

# JENNIFER PATTON



## ABOUT ME



Introducing me, Jennifer, a 31-year-old Irish gal shaking up the fashion scene down under in Sydney, Australia! With a colourful career spanning over 7 years in HR, my passion for creativity has always been my secret weapon throughout my career. Alongside my HR career, I previously had a personal blog website, was the owner of a successful bespoke gifting business and I've just levelled up my resume with the launch of SocialSphere Digital, where I not only produce user-generated content but also digital products.

If we rewind to my teen years, I cut my teeth interning at Face-Up Magazine and the fashion forward teen magazine, Kiss. It was at Kiss that my passion for fashion and journalism was sparked, setting my soul ablaze with creative fire. Life took me on a winding journey, leaving my journalism aspirations behind but since landing on the sunny shores of Australia I have reignited my creative flame. I decided it's never too late to chase your dreams which led me to National Fashion College, where I'm diving headfirst into the world of fashion and I cannot wait!





“Creativity is my sanctuary, my outlet of expression where every piece of content is a testament to my passion. The journey from inception to completion fills me with an unmatched sense of fulfillment and joy, for in each creation lies a piece of me waiting to be shared with others.”

JENNIFER PATTON · DIGITAL CREATOR

---



# CREATIVE EXPERIENCE

## FREELANCE WRITER

PATTON REVIEW | IRL | MARCH 2020 - FEBRUARY 2021

Patton Review was as a personal blog I launched during the pandemic, serving as a creative outlet during this intense period of everyone's lives. Initially focused on assisting with resumes, event promotion and website content, it evolved into a personal blog website covering topics such as fitness during COVID, recipes, style diaries, and segments such as 'Quarantine Diaries' and my favourite segment, Q&A interviews with popular Irish influencers. These interviews were based on questions submitted through my Instagram polls and included participants such as Shauna Lindsay, Miss Ireland 2019 Chelsea Farrell, Miss Ireland 2018 Aoife O' Sullivan, Clodagh Moore, fashion rental service Borrower's Boutique, and various other bloggers and creators. Unfortunately, as COVID restrictions eased, my available time diminished, leading to the regrettable closure of the blog in February 2021.

While launching my Unique Touch Business, I revisited and refined aspects of my Patton review blog website, giving it a complete makeover but retaining some previous content which can be viewed [here](#).



The words 'New York' are uttered in hush tones since the Covid-19 outbreak but I've got to say I am still devastated that it may be another year or more before I can visit the beautiful big apple 🍏. Prior to covid I was living in Canada on a 2 year visa and while I enjoyed it and I'm glad I went, it never felt like home, I never felt like I belonged and therefore I never had a desire to stay, which is why in April 2020 I was going to move to the big city, New Yoookooooork 🇺🇸 🍷

I've been to New York twice in my life and both times I never wanted to leave. The sense of belonging I mentioned I never felt in Canada, that was not the case in New York, on both visits I felt this pull to stay and was so depressed when I had to leave so I was elated to be moving to New York with one of my best friends from my Canadian Trip. We had our accommodation booked, our flights booked, we had savings (but definitely not enough 🙄 but we didn't care) and then BOOM 🌪️, the thorn in everyone's side that is covid-19 emerged from it's dark cave and put an end to our plans 🙄.



Rooftop Bus Tour



The Flat Iron Building

## Getting to Know Miss Ireland 2018 Aoife O'Sullivan

UniqueTouch April 22, 2020 Instagram, Ireland, Q&A, Social Media  
Irish Model, Miss Ireland, Primary School Teaching, Q&A Edit

Q & A

Aoife O'Sullivan... primary school teacher and Miss Ireland 2018, but what do we actually know about the down to earth primary school teacher? I caught up with Aoife to get more of an insight about online trolls, music, Miss Ireland and how she's trying to keep a routine in lockdown.

The Cork native first entered Miss Ireland in 2015, finishing third which got her recognised by many modelling agencies. From there, Aoife graduated college and became a primary school teacher, but when she re-entered Miss Ireland in 2018 Aoife left her teaching post to compete which proved to be worth the sacrifice when she beat out 117 other contestants for the crown and she became Miss Ireland 2018.



Aoife with her parents after she was crowned Miss Ireland 2018.

## Q&A With Irish Beauty Shauna Lindsay

UniqueTouch April 13, 2020 Instagram, Ireland, Q&A, Social Media  
Anxiety, Dating Apps, Instagram, Irish Bloggers, Social Media Edit

Q & A

"I'm such a preacher of this but it's so important to be able to sit with yourself and not constantly need to be doing something or be around someone else."

67.2k... that's how many followers Limerick born beauty Shauna Lindsay currently holds on Instagram, but it isn't about the number of followers for Shauna, for her it's about sharing her authentic self which includes speaking honestly to her followers about her personal experience with anxiety, having Q&A's with her followers on Instagram and even sharing videos of her amazing singing voice.



www.pattonreview.com

## Quarantine Diaries

UniqueTouch March 25, 2020 COVID-19  
Activities, Cooking, COVID Payments, COVID-19, Education, Marketing, Shaw Academy, Stay Home, Writing  
Edit



COVID-19 Payments



Quarantine Activity Ideas to keep you busy



Quarantine Cooking School

How have I been passing the time?





## BUSINESS OWNER

UNIQUE TOUCH | IRL | MARCH 2021-OCTOBER 2023

Following the closure of Patton Review, I still craved a creative outlet. As a personal lover of personalised items, I decided to delve into the realm of personalised gifting, establishing Unique Touch. Investing in a Cricut machine, I began crafting personalised items such as water bottles, glassware, spotify frames, and various other products. Unique Touch garnered recognition as a small success story, with several items even featured on the Irish gifting platform Croia, allowing international customers to purchase personalised gift boxes with a variety of products from their site or simply purchase individual items. Regrettably, this entrepreneurial journey concluded in October 2023 when I embarked on my travels which eventually led me to Australia.



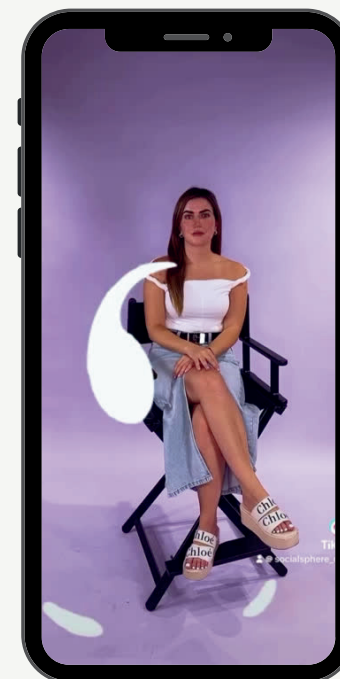
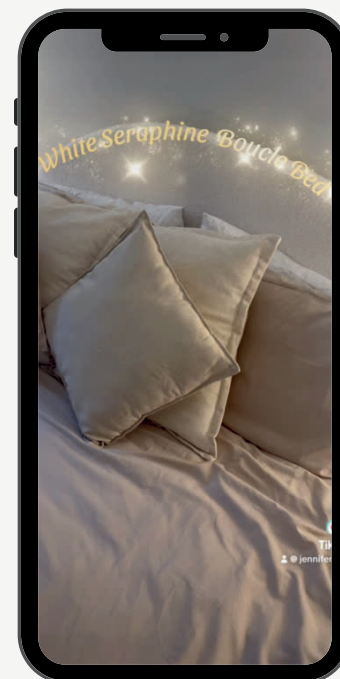
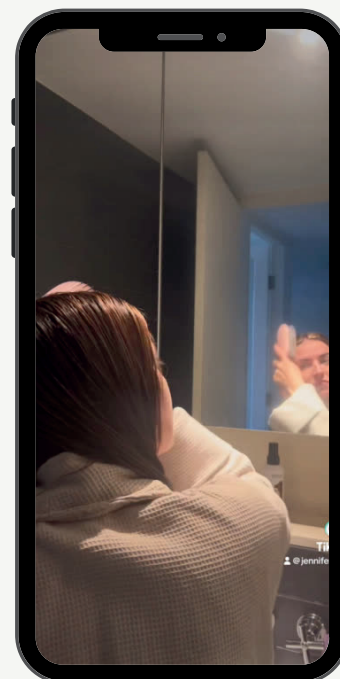
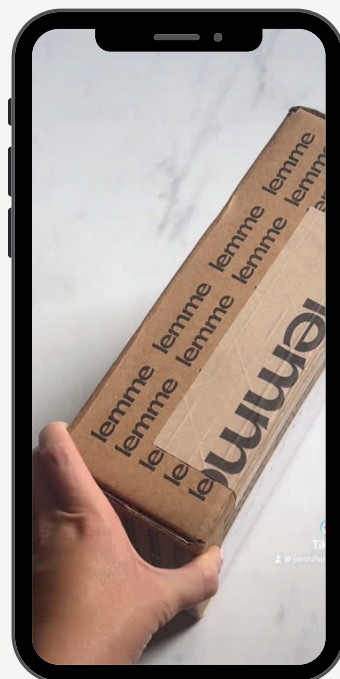
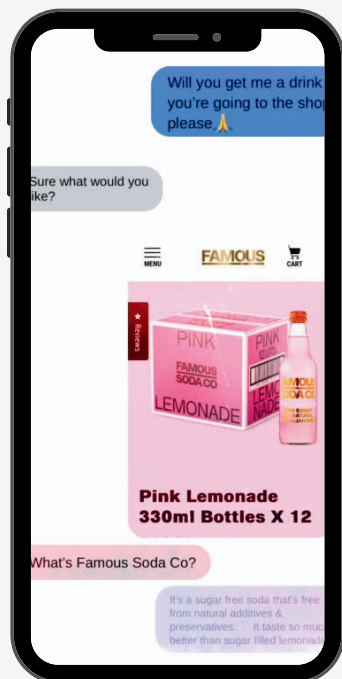


## DIGITAL CONTENT CREATOR

SOCIALSPHERE DIGITAL | IRL | FEBRUARY 2024 - CURRENTLY

Since settling in Australia I've transitioned into the realm of digital content creation, curating diverse content for platforms like TikTok and Instagram spanning fashion, beauty, travel, homewares, and beyond. As a digital creator, I revel in this dynamic outlet for creativity, leveraging it not only as a means of self-expression but also as a valuable tool for honing my marketing skills through self-teaching.

Moreover, I craft digital merchandise on Etsy through Printify, including social media planners, travel planners, greeting cards, mugs, gratitude journals, and an array of other items. This serves as yet another avenue for creative expression while also enabling me to distribute my products to a global audience of consumers.





# PUBLICATION EXPERIENCE



## INTERN

FACE-UP MAGAZINE | IRL | APRIL 2009 - MAY 2009

As a young adult I had strong aspirations to pursue journalism. During my transition year, I seized the opportunity to embark on my first magazine internship which I secured at Face-Up Magazine, a publication aimed at teenagers under the umbrella of Redemptorist Communications. My duties included:

- Editing and aiding promotion of the magazine
- Authorising featured articles
- Maintaining and updating the Face-Up website
- Conducting research for upcoming articles and features, ensuring content accuracy and relevance
- Assisting in the co-ordination of interviews with experts for exclusive magazine content

## MAGAZINE INTERN

KISS MAGAZINE | IRL | SEPTEMBER 2010 - OCTOBER 2010

The second magazine internship I secured for my transition year work experience was with Kiss Magazine. Working as an intern at Kiss served as a thrilling opportunity to gain insight into the operations of Ireland's top-ranking magazine. My responsibilities during this period included:

- Providing support during photoshoots
- Co-ordinating magazine articles
- Procuring clothing from retail outlets for shoots
- Completing questionnaires with the public for article publication
- Demonstrating meticulous attention to detail
- General assistant tasks

My contributions to Kiss were featured in one of their monthly publications, marking a significant accomplishment for me.





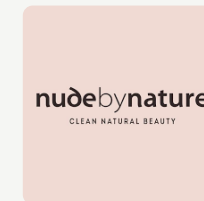
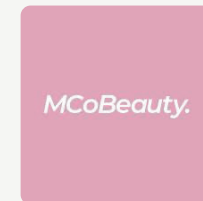
# PROFESSIONAL HISTORY



## PEOPLE, PERFORMANCE & CULTURE PROJECT MANAGER

DBG HEALTH - VIDACORP | AUS | JANUARY 2024 - PRESENT

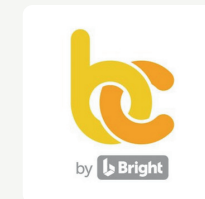
Working as part of DBG Health, one of Australia's number 1 pharmaceutical health companies under the portfolio of VidaCorp, it's health, wellness and beauty division. As a dedicated Project Manager, my role revolves around envisioning, developing, and executing a comprehensive internship and graduate program tailored for talented individuals from prestigious universities in Melbourne and Sydney. Fuelled by the goal of nurturing the next generation of professionals, my work involves meticulous planning and strategic implementation to develop pathways for program graduates to seamlessly transition into full-time roles within the company, contributing to the growth and diversification of the workforce. Brand's within our portfolio that I work closely with include beauty brands MCoBeauty, Nude by Nature and Make-Up Cartel.



## MERGER & ACQUISITIONS SPECIALIST/ SNR HR CONSULTANT | PRODUCT LEAD - BRIGHT CONTRACTS

BRIGHT SOFTWARE GROUP | IRL | FEB 2021 - JUNE 2023

As Senior HR Consultant and Mergers & Acquisitions Specialist at Bright, I was also the Product Lead for Bright's HR software, Bright Contracts. Within this role I honed my expertise in marketing, social media management, and copywriting alongside a robust corporate background. Bright Contracts streamlines compliance with Irish and UK employment laws through ready-to-use staff handbooks and contracts and within my capacity as Product Lead, I autonomously managed all aspects of Bright Contracts, including marketing, product development, sales, digital marketing, social media, management, customer service, IT, and billing.



## HR ADVISOR/ MANAGER

PATTERSON PUMP LTD | IRL | JULY 2020 - FEBRUARY 2021

## PEOPLE & CULTURE GENERALIST

THE WESTIN RESORT & SPA | CANADA | SEPTEMBER 2019 - MARCH 2020



## **HR ASSOCIATE**

EVO PAYMENTS | IRL | MAY 2018 - AUGUST 2019

## **CLIENT SERVICES ADMINISTRATOR**

MORGAN MCKINLEY | IRL | DECEMBER 2017 - APR 2018

## **HOSTESS**

THE 1878, 3ARENA | IRL | OCTOBER 2017 - JANUARY 2018

## **PAYG INTERN**

ELECTRIC IRELAND | IRL | JUNE 2017 - AUGUST 2017

## **BRAND MANAGER**

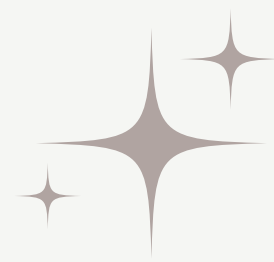
BROWN THOMAS | IRL | OCTOBER 2012 - MAY 2017

## **HR INTERN**

DALATA HOTEL GROUP | IRL | JANUARY 2017- MAY 2017



# EDUCATIONAL HISTORY



## **ADVANCED CERTIFICATE OF FASHION**

NATIONAL FASHION COLLEGE | AUS | APRIL 202 - CURRENTLY

## **PROFESSIONAL DIPLOMA - SOCIAL MEDIA MARKETING**

UCD DUBLIN | MARCH 2023 - JUNE 2023

## **QQI LEVEL 6 - PAYROLL TECHNIQUES**

THE IRISH PAYROLL ASSOCIATION | AUGUST 2020 - MAY 2021

## **BACHELORS DEGREE - HUMAN RESOURCE MANAGEMENT**

TECHNOLOGICAL UNIVERSITY DUBLIN | SEPT 2015 - MAY 2018

## **HIGHER CERTIFICATE - BUSINESS STUDIES**

TECHNOLOGICAL UNIVERSITY DUBLIN | SEPTEMBER 2013 - MAY 2015

## **DIPLOMA - ENGLISH LITERATURE**

KILROYS COLLEGE | 2011-2014

# FASHION EXPERIENCE

## AUSTRALIAN FASHION WEEK VOLUNTEER

AUSTRALIAN FASHION WEEK | AUS | MAY 2024

During AFW I assisted both Front of House (FOH) and Back Of House (BOH).

My FOH responsibilities included:

- helping to arrange seating
- assembling giveaways
- seating guests in assigned sections

and any other tasks that requires assistance out front prior to, during, and following the runway shows.

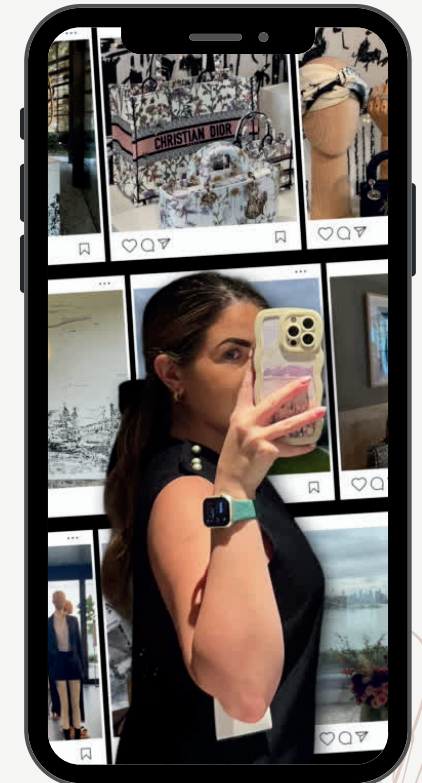
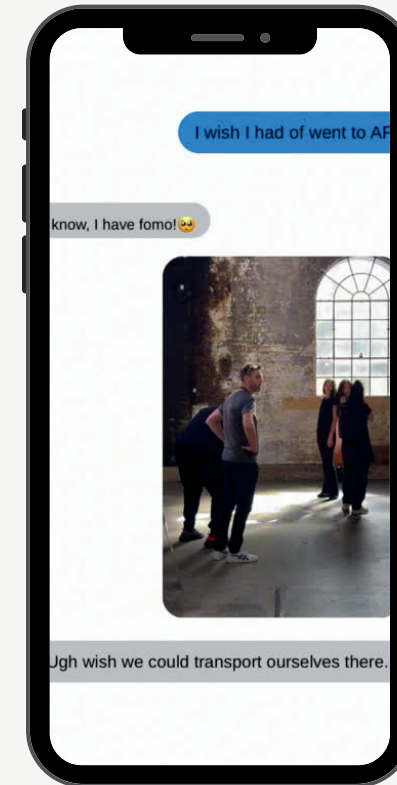
My BOH responsibilities included:

- checked each garment to see if it needed any steaming
- checked each garment bag had the correct tag, with proper styling directions and photos for reference
- dressed models for the runway

## RUNNER

CHRISTIAN DIOR | AUS | MAY 2024

As Senior HR Consultant and Mergers & Acquisitions Specialist at Bright, I was also the Product Lead for Bright's HR software, Bright Contracts. Within this role I honed my expertise in marketing, social media management, and copywriting alongside a robust corporate background. Bright Contracts streamlines compliance with Irish and UK employment laws through ready-to-use staff handbooks and contracts and within my capacity as Product Lead, I autonomously managed all aspects of Bright Contracts, including marketing, product development, sales, digital marketing, social media, management, customer service, IT, and billing.







# *Let's Work Together*

✉ [pattonjennifer@hotmail.com](mailto:pattonjennifer@hotmail.com)

🏠 Sydney, Australia

