



PROFILE

Focused and determined third year BA Fashion Management and Marketing student with natural leadership instincts, a strong mindset and creative spirit. Goal oriented and works as good independently as in a team.

Personality type - INTJ-T (Architect)

INTERESTS

Sustainability
Trend Forecasting
Communications
Management
Fashion & Jewellery

SKILLS

Microsoft Office, Adobe Create Suite (InDesign, Illustrator & Premiere Pro), Social Media (Instagram, Snapchat, Facebook & VSCO), Bilingual (Norwegian & English)

Organised, Passionate, Curious & Logical Thinker

CONTACT



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Ylva Solbakken



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EDUCATION

Sep 2019 - present **University for the Creative Arts**
BA (Hons) Fashion Management and Marketing

Some units completed:

Fashion Marketing (92%)
Fashion Management (77%)
Fashion Buying & Merchandising (88%)
Strategic Research (90%)

EXPERIENCE

July 2021 - present **Goldsmith Eilif Engen, Part-time Employee**
The main area of responsibility is to help customers find what they are looking for: engagement rings, gifts or taking their pieces in for repairs.

Oct 2021-Dec 2021 **SLK Designs, PR Assistant Intern**
Researched and reached out to potential sponsors and influencers for SLK Designs' fashion show. Responsible for sending out press emails to different stylists, magazines, and relevant companies after the show.

Apr 2021-Aug 2021 **Le Ster, Creative Assistant Intern**
Focus areas were content creation (photography, styling and editing) and content planning (when to post, which order to post, and writing captions) for social media.

Aug 2016-May 2019 **Upper Secondary Project, Leader**
Responsible for managing a project with a £86,000 budget. Delegated tasks between the 24 members and made sure we made our final goal. Creative tasks like visualising how our logos would look, design of clothing and music.

References available upon request.

