

# MADDISON MCINNES

Stylist

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## PORTFOLIO

[www.maddisonjadmcinnes.com](http://www.maddisonjadmcinnes.com)

[www.instagram.com/maddisonmcinnesstyling](https://www.instagram.com/maddisonmcinnesstyling)

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## SKILLS

### DESIGN

A comprehensive knowledge on contemporary and traditional designs.

A unique illustrative and drawing technique.

Experienced researcher of current trends, with much reminder of the past.

Attentive to detail.

Strong knowledge on all Adobe Suit & Microsoft software.

Experienced with studio set up and a wide variety of cameras.

### BUSINESS

Ability to work successfully in a large team.

How to advertise the company professionally.

Experience with dealing with the public and their needs.

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## REFERENCES

**Karen Grows: Schuh Store Manager**  
Kent – 01322 517241

**Jules Findley: Principal Lecturer**  
Brighton – J.Findley@brighton.ac.uk

**Stephanie John: Senior Lecturer**  
Brighton – S.H.John@brighton.ac.uk

## PROFILE

A confident and energetic Fashion Communications student about to complete my studies at The University of Brighton. I am drawn to exceeding the boundaries of fashion which comes alongside my bold and unconventional style of which I aim to filter through in my styling techniques. I tackle themes surrounding the idea of breaking gender norms and creating a vision that showcases a deeper route to fashion, one that goes beyond stereotype boundaries and blends traditional aspects with contemporary. I possess a strong aesthetic sense and keen eye for colour, design and eccentricity. I am a strong team leader with an entrepreneurial spirit and am able to take initiative and plan efficiently without having to take direction at all times. Now I am looking for the opportunity to work in a creative environment whereby I can develop my skills and style in order to progress to the next stage of my career.

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## EDUCATION

### THE UNIVERSITY OF BRIGHTON

2016 – CURRENT

Currently studying Fashion Communication with Business Studies (BA) Hons in the pathway of Styling.

### THE UNIVERSITY FOR THE CREATIVE ARTS

2014-2016

Level 3 Extended Diploma in Art and Design on the pathway Fashion Communication.

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## EXPERIENCE

### INTERN FOR TANK MAGAZINE, LONDON

2018

Assisting on photoshoots for the Spring 2019 magazine and learning the process of collecting and returning garments for in-house photoshoots.

Learning the importance of building professional relationships with PR agencies.

Creating visual imagery for Tank's Depop account that reflects an understanding of their target audience.

### GRIZZLY BEAR LTD, BRIGHTON

2018 PHOTOGRAPHER & ASSISTANT

Developing an understanding of community driven roles and helping to sustain a sense of society for the Brighton based business through creating appropriate advertisements.

Creatively documenting and building successful social media accounts for new businesses using my own photography.

### STYLIST & PHOTOGRAPHER FOR BABYDOL CLOTHING, BRIGHTON

2018

Styling individual looks for a professional look book editorial.

Understanding of studio and camera set up.

### INTERN FOR AI PR, LONDON

2017

Gained knowledge on Fashion GPS and understanding how to manage returns and sending shipments.

Professionally managing the luxury showroom and high-status clients.

### STORE ASSISTANT AT SCHUH, KENT

2015-2016

Helping with merchandise of store windows and general floor skills e.g. professional customer service and working in the fast pace environment.