

KELLY ACHEAMPONG

CONTENT CREATOR

CONTACT

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UNDISCOVEREDMAG.COM

EDUCATION

UNIVERSITY - NORWICH UNIVERSITY OF THE ARTS

2020 - PRESENT

FASHION BUSINESS & MARKETING

SIXTH FORM COLLEGE - SUFFOLK ONE

2018 - 2020

BUSINESS STUDIES - B

MEDIA STUDIES - B

TEXTILES - C

HIGH SCHOOL - ST ALBANS CATHOLIC HIGH SCHOOL

2013 - 2018

ENGLISH LANGUAGE - 6

ENGLISH LITERATURE - 5

MATHS - 5

GEOGRAPHY - 6

ICT - B

MEDIA STUDIES - B

HARD SKILLS

- ADOBE PHOTOSHOP & INDESIGN
- GOOGLE SUITE
- HITFILM EXPRESS (SKILLS TRANSFERRABLE TO ALTERNATIVE VIDEO EDITING SOFTWARE)
- WIX & WORDPRESS
- NOTION - CONTENT PLANNING & SCHEDULING
- MAILCHIMP
- COPYWRITING
- COMMUNITY MANAGEMENT
- TRELLO

SOFT SKILLS

- CRITICAL & ANALYTICAL THINKING
- TEAM WORKING SKILLS
- COMMUNICATION (STAYING ON TOP OF INBOX AND COMMENTS)
- LEADERSHIP
- IN TOUCH WITH FASHION GLOBALLY, ESPECIALLY UNDERGROUND FASHION
- HUMOUROUS AND EASYGOING
- ABLE TO BE AUTHENTIC AND RECEIVE FEEDBACK WELL
- SELF-MOTIVATED & HARD WORKING

SUMMARY

I AM A TALENTED DIGITAL CONTENT CREATOR AND OWNER OF UNDISCOVERED. UNDISCOVERED IS A DIGITAL PLATFORM FOR UNDERGROUND BRANDS. THROUGH CONTENT CREATION I HAVE GROWN THIS TO 40,000 FOLLOWERS ACROSS 5 PLATFORMS AMASSING OVER 180,000 VIEWS IN THREE YEARS. I AM PASSIONATE ABOUT CREATING CONTENT ABOUT THE FASHION INDUSTRY AND WORKING WITH BRANDS THAT ARE AT THE FOREFRONT OF THE INDUSTRY.

WORK EXPERIENCE

FOUNDER AND DIRECTOR AT UNDISCOVERED

PLATFORM DEDICATED TO CREATIVES IN UNDERGROUND FASHION

2019 - PRESENT

- CONTENT CREATION (VIDEO EDITING & GRAPHIC DESIGN)
- CONTENT IDEATION, PREPARATION & SCHEDULING
- VISUAL BRANDING DEVELOPMENT
- BUSINESS AND MARKETING THEORY
- WEBSITE CREATION
- STAYING AHEAD OF POP CULTURE IN A FAST-PACED ENVIRONMENT
- COPYWRITING - WRITING COPY FOR ARTICLES, CAPTIONS AND EMAILS
- SYNTHESIZING INFORMATION INTO DIGESTIBLE CONTENT

NORWICH UNIVERSITY OF THE ARTS

PROJECTS

- CREATED AN INTERNATIONAL MARKETING STRATEGY FOR A GIVENCHY X DOC MARTINS CONCEPT COLLABORATION
- A VISUAL MERCHANDISING AND MARKETING CAMPAIGN FOR A INTERNATIONAL ATHLEISURE BRAND, BLAKELY
- CREATED A MARKETING REPORT ON BRITISH MENSWEAR BRANDS REPRESENT
- CREATED A MAGAZINE

COMPETITIONS

- DIGITAL CONTENT SELECTED BY PHILIPPE BROWNE (LEADING MENSWEAR RETAILER) TEAM TO BE DISPLAYED IN THEIR SPRING SUMMER 2023 WINDOWS.

REFERENCES

Provided upon request.