

# Aaron Parmley

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## Profile

I am a competent and versatile team player, motivated to strategize and execute the creative ambitions of my collaborators.

In July of 2021 I graduated with a 2.1 in Graphic Design from Kingston School of Art having specialised in Editorial Design, Branding and Photography.

Following this, myself and a team of ten would launch the Design exhibition: 'Mish-Mash' at the Truman Brewery, East London; through this I'd learn both how to effectively market an idea and lead a team.

I've since, worked both in fashion and the charity sector, offering me insights into the operations of vastly different sectors.

In September I began working under the Mayfair based shoe designer 'Rupert Sanderson'. Here I oversaw E-commerce, Sales and Assisted in Marketing Campaigns. Following this, I would move to the British fashion house Studio Nicholson, my role as a Production Assistant. Here I would oversee high value marketing campaigns, the booking of talent and locations as well as overseeing Press correspondence. Crucial takes from both of these positions was an ability to operate under pressure, communicate efficiently and make decisions with confidence.

As of February of 2022, I have Lead a project for a Start-Up, community interest group; 'The BWi Foundation'. The foundations goal, to support marginalised women in finding employment in Britain.

Here, I am responsible for the development of the company's branding and website, the end goal to launch the site and gain investment by the end of July 2022.

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## Recent Employment

### Project lead & Web developer

#### The BWi Foundation

The BWi foundation is a start-up, community interest group. It's mission; to provide career mentorship, learning and financial support for women seeking employment in Britain.

As a project lead I have overseen the development of the company's website and branding.

- Website development.
- Overseeing a Copywriter & Marketer.
- Identifying and the strategic aims of a nonprofit organization.

### Production Assistant

#### Studio Nicholson

Nick Wakeman launched Studio Nicholson's first collection in 2010, drawing inspiration from Japanese culture, architecture and interiors.

Since beginning this role at the house I have provided expertise in:

- Assisting in the booking and production of high value campaigns.
- Fulfilling Press requests and coordinating the transportation of luxury goods.
- Delivering a high standard of image retouching.

## Ecommerce Coordinator

Rupert Sanderson

Rupert Sanderson launched his initial collection of 15 shoes in London in 2001, a luxury shoe brand with the ethos "less is more".

My role at the brand which I began in September of this 2021 required me to:

- Providing assistance in digital marketing and the commercial photography.
- Overseeing the businesses Shopify operations

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## Education

### Degree

Kingston University | 2019-2021

Bachelor of Arts,  
Graphic Design: 2.1 Honours

### College

Peter Symonds College | 2014-2017

Business Studies, Distinction\* (x2)  
Photography, A  
Graphic Design, B

## Skills

Adobe Suite

Digital Marketing

Editorial Design

Branding

Image Retouching

Publishing

Curation

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## References

### Andrew Stewart

Rupert Sanderson | International Sales Director  
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### Thomas Golland

Kingston University | Collaborator  
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