

CAMRYN HOWARD



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PROFILE

International Fashion Business student with a diploma in Fashion Marketing and nearly four years of Social Media Marketing Experience. Passionate about creativity, brand storytelling, and sustainability in the fashion industry. Skilled in creating and developing content for a large variety of businesses.

EMPLOYMENT

Social District - Marketing Assistant
March 2022 - Present

- Creating social media content for a large variety of businesses.
 - Eg. Designing Instagram feed and story graphics, editing videos, creating newsletters, writing copy, taking content.
- Developing marketing tactics based on the brand and the algorithm.
- Working with influencers to find brand partnerships and collaborations.

EDUCATION

Diploma, Fashion Marketing

Wilson School of Design - September 2021 - April 2023

- Courses included: Digital Software (Adobe Suite, Excel), Textile Science, Visual Merchandising, Fashion Forecasting.
- Collaborated with classmates to plan and create our end of year charity event.

BA Honours Degree, International Fashion Business

Nottingham Trent University - September 2025 - May 2026

- Key disciplines include: Buying and merchandising, Digital Software (Adobe Suite), Market planning, and entrepreneurial skills.

EXPERIENCES

Nordstrom - Fashion Ambassador Program

- Key disciplines include: Learning about buying and merchandising from a department store point of view and a focus on visual merchandising.

CamWow - Upcycled clothing brand

- Started my own personal clothing brand which consisted of 100% upcycled pieces made from pre-loved items.
- Key disciplines include: Created branding, curated photoshoots, created every piece, and social media marketing.

KEY SKILLS

SOFT SKILLS

- Teamwork
- Creativity
- Adaptability
- Organization
- Leadership
- Willingness to learn
- Flexibility

HARD SKILLS

- Digital marketing strategy
- Planning and creating social media content
- Market trend analysis
- Influencer partnership management
- Photography and videography
- Copywriting
- Brand development