

ADESOLA FANIYI

FREELANCE BEAUTY WRITER | DIGITAL MARKETING & COMMUNICATIONS

(+44) 7498 561 239 

desolafan@hotmail.com 

Essex, UK 

<https://xdesola.com> 

www.linkedin.com/in/desola-faniyi 

SOFTWARE SKILLS

MS Outlook, Excel, Word
Adobe InDesign, Acrobat
Canva
Wordpress
CapCut, Final Cut Pro
Influee
MailChimp

EDUCATION

Central Saint Martins, UAL

January 2024 - December 2024

MA Fashion Communication: Fashion Journalism
Grade Merit

Awarded the Central Saint Martins MA Fashion
Communication Newcomer Prize

The University of Kent

September 2020 - July 2023

LLB (Hons) Law and Philosophy
Grade 2:1

Modules include Politics, Philosophy and
Economics, Logic, and the Law of Contract

REFERENCES

Roger Tredre

MA Fashion Communications Course Leader
Central Saint Martins
r.tredre@csm.arts.ac.uk , +44 7808 069969

Jess Lawrence

Associate Lecturer, Social Media Editor
Central Saint Martins, Conde Nast
j.l.lawrence@csm.arts.ac.uk, +44 7935 925454

Kara Merredew

HR Director
PDC Wellness
KMerredew@pdcwellness.com,
+44 (0) 7548217402

EMPLOYMENT HISTORY

PDC Wellness Brands - Beauty Content Creator Executive

Eylure London, Cantu UK, Elegant Touch

March 2025 - May 2026

Assisted in the social media marketing of the Bratz x Eylure collaboration
Presented monthly social reports, analysing content performance and key metrics
Communicated with key stakeholders, including US stakeholders Ulta Beauty
Handled and updated financial spreadsheets, ensuring quarterly budgets are met
Engaged in quarterly & annual company forecasts, planning for upcoming events and product launches
Responsible for the production of content in alignment with viral social media trends
Led the creation of engaging office-based content
Produced EGC (Employee-Generated Content) for three brands simultaneously
Edited daily using CapCut and Canva
Modelled in commercial photoshoot for pack shots for Eylure and Elegant Touch
Attended seasonal photoshoots to capture and create content for social campaigns featuring models
Assisted and attended PR events to interview celebrity makeup artists and industry professionals
Volunteered with Cantu UK for the London charity MummaKind
Engaged in research groups focused on product development and rebranding tone of voice
Organised beauty stock cupboards across three brand
Produced social content for Boots and Superdrug in collaboration with Eylure London

Next PLC - Retail Team Assistant

November 2024 - March 2025

Ensured the shop floor was consistently replenished with stock
Processed and repackaged customer returns, ensuring items were promptly prepared for delivery
Operated tills, processed payments accurately, and managed transactions securely and efficiently
Provided friendly and professional assistance to customers, offering product advice and ensuring a positive shopping experience.
Worked in the stockroom, utilising ladders and performing heavy lifting to retrieve and restock items, ensuring customer requests were fulfilled promptly and safely.

The London Evening Standard - Shopping Writer Intern

November 2024 - December 2024

Researched and wrote the ES Best Guide - "Best beauty products from black-owned brands to support in 2025", featuring quotes from black female entrepreneurs
Updated shopping guides to ensure accuracy by reflecting price changes and product availability
Crafted compelling copy for new product listings, adhering to brand tone and style guidelines
Attended meetings for content creation ideas for Amazon
Managed timely distribution of copy to meet strict editorial deadlines
Utilized press releases and media materials to develop accurate and engaging product descriptions
Conducted interviews to gather essential insights for articles
Maintained professional communication via email to coordinate with contributors

Liverpool Victoria Insurance - AD Claims Administrator

July 2023 - December 2023

Processed BACs and cheque payments
First point of contact for clients, managing inquiries and raising invoices to ensure timely payment.
Managed company emails, providing comprehensive responses to customer inquiries.
Exhibited patience with inpatient and hostile customers.
Proficiently navigated various invoicing systems, including GIOS and Claim Center
Managed data using multiple Excel spreadsheets to update critical information.
Safeguarded confidential data pertaining to customer car insurance claims
Proactively conducted outbound calls to update Audatex systems.