



NOELIA SANTANA

WARDROBE STYLIST

ABOUT ME

I have always been very interested in fashion and design, this is why I decided to pursue a college education in fashion designing, to understand more about the history of clothes and fashion and how these pieces are created.

However, while I was studying I realised that a piece of clothing comes alive when it's put together with the best elements and creating an interesting look is more than just sewing some pieces together. So after finishing my studies I decided to make styling my career. I moved to the UK (London) where I have been working in a number of roles within fashion.

PROFESSIONAL EXPERIENCE

CO-FOUNDER AND STYLIST

Estilistas | (Freelance) 2015 - present

Estilistas is a unique online fashion styling service that provides fashion advice to women across many channels.

Primarily the service started as a free regular email (or 'Style Update') containing hand-picked products tailored to the recipient's style, shape and budget. But we have moved from that into offering Zoom styling sessions, curated capsule wardrobe and the 'Style Box' in which the client receives a box of handpicked clothes based on their needs. This service has become very popular thanks to some UK press and influencer reviews such as the one from Freddy My Love Youtube channel.

WARDROBE STYLIST

(Freelance) 2013 - present

I have worked as a stylist assistant and wardrobe assistant in different productions such as: *Britain&Ireland's Next Top Model*, *XO magazine*, *All Walks & i-D online*, *Waitrose & Partners*, *The Makings*, *FitFlop* y más.

In all of these roles I have been very involved in the whole styling process, pre and post-production, developing the idea with each client, sourcing the appropriate clothes, contacting PR agencies and designers or buying the pieces required. Once on the day of production, I am hands-on, getting all the clothes and accessories ready, preparing the talent, making any adjustments to the clothing if necessary and arranging all the necessary returns and care of the pieces once the production is over.

CONTACT

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COMPUTER SKILLS

Essentials:

MS Office
Excel
PowerPoint
Google Drive

Design:

Adobe Photoshop
Canva

Email:

Mailchimp
Campaign Monitor

Others:

Later, Buffer, Hubspot, Moz,
Wordpress, Hootsuite, Google
Adwords, Facebook,
Instagram, Pinterest, Twitter,
LinkedIn, Youtube.



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WARDROBE STYLIST

FREELANCE COPYWRITER AND COLUMNIST

The Scan Group | 2019 - 2020

As a freelance copywriter, I write **advertorial articles** and the 'Style Column' for the travel magazine Discover France and Spain every month. This magazine specialises in Spain and France, so I liaise with the Spanish clients to interview and get the right information and then I create the right copy in English to offer their product in an editorial and creative manner.

I was also writing the monthly Style Column which brings together fashion and events all across Europe.

DIGITAL MARKETING ASSISTANT

Elvie | 2018

Elvie is an award-winning FemTech startup based in the heart of London. I joined on a short contract to **assist the marketing and customer care teams with social media management and content curation**, influencer relationships, and market research.

SOCIAL MEDIA CONSULTANT

Pretty Small Shoes | 2018

I assisted with their **social media strategy and content management** across multiple platforms during a period of major transition for the business.

Each week I worked on content creation for their blog and social media channels, and handled customer care via social media as well as in store.

PREVIOUS WORK

I have also worked in voluntary basis as a Spanish teacher at Yerbury Primary School and in different customer care jobs at events and as a receptionist.

EDUCATION

CAM Professional Diploma in Digital Marketing, Oxford College of Marketing (2017)

Higher National Diploma in Plastic Arts and Design in Clothing Fashion Design, Art School of Gran Canaria, Spain (2006-2009)

Higher National Diploma in Tourism, San Cristobal College (2005-2006) **Fashion Journalism**, University of Arts Central Saint Martins College, London (2010)

Fashion Styling, British College of Professional Styling, London (2011)

Startup School Y Combinator, Startup Accelerator Program (2018)

Viral Marketing and how to craft contagious content. University of Pennsylvania - Coursera, (2020)

LANGUAGES

English - fluent
Spanish - native

SOCIAL

 facebook.com/noeliasantana

 [@estilistasuk](https://www.instagram.com/estilistasuk)

 [@noelicious86](https://twitter.com/noelicious86)

 [noeliasantana](https://www.linkedin.com/in/noeliasantana)