

Maia Comley

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First Class honours Advertising graduate from UAL with a focus on campaign execution, content production, and operational marketing. Through industry experience at Noirgaze and Indera Tamara, I have developed a process-driven skill set spanning social strategy, CRM management, and high-pressure event logistics. I combine a creative eye with a methodical approach to project management, specializing in translating brand insights into high-quality content and measurable community growth.

EXPERIENCE

PR Assistant – Indera Tamara (Sept – Oct 2025)

- Facilitated end-to-end event logistics for London Fashion Week, managing VIP stakeholder relations and high-priority seating plans for press and talent.
- Researched social media trends, content performance and brand engagement for fashion clients.
- Designed brand kits and social media style guides on Canva for multiple brands.
- Planned, storyboarded and helped film and edit runway content for Kyle Ho's SS26 show.
- Compiled press, influencer and talent contact lists for event invitations and outreach.
- Managed seating plans and categorised guests (VIP, press, stylists & talent).
- Delivered quantitative post-event analytics and press coverage reports to measure campaign ROI.
- Conducted competitor benchmarking and market research to identify whitespace opportunities for fashion clients.

Social Media and Marketing Assistant – Noirgaze (Aug – Dec 2024)

- Led the planning and creation of content for Instagram and TikTok, helping the brand grow its following by over 3,000 in five months.
- Managed CRM and Email Marketing via Klaviyo, designing automated flows and newsletters that aligned with seasonal brand launches.
- Supported campaign execution for Fashion Week, Black Friday and Christmas, including photoshoot planning, art direction and asset creation.
- Acted as Creative Lead for product-focused shoots, overseeing styling, art direction, and post-production to ensure a premium visual identity.
- Collaborated directly with the founder to shape brand voice, develop strategy and maintain a consistent visual identity.
- Wrote product descriptions and web copy that enhanced customer understanding and brand storytelling.
- Designed social and web visuals using Photoshop and InDesign.

BA Advertising Projects – London College of Communication (Sep 2022 – July 2025)

- Collaborated with clients including Anthony Nolan on live briefs, working across strategy, concept, and campaign design.
- Explored creative strategy, branding, digital campaign planning, and consumer behaviour through industry-led modules.

Sales Advisor – Rituals (Aug – Nov 2025)

- Delivered a personalised and luxury shopping experience, ensuring each customer felt welcomed and valued.
- Provided expert product knowledge and tailored recommendations to enhance customer satisfaction and brand loyalty.
- Contributed to a calm and inviting store atmosphere aligned with Rituals' premium brand ethos.
- Undertook a skincare course to enhance expertise and deliver more informed, personalised customer recommendations.

Brand Representative – Hollister (Oct 2024 – Aug 2025)

- Deliver high-level customer service in a fast-paced retail setting.
- Assisted with visual merchandising and store presentation.
- Worked collaboratively with team members to meet sales targets and maintain store standards.

Hospitality / Events Assistant – Brightsparks (Jun 2022 – Aug 2025)

- Supported high-profile events across venues including Twickenham, Tottenham Stadium and Royal Ascot.
- Built strong communication and customer service skills by engaging with diverse clientele in fast-paced settings.
- Worked collaboratively with large teams to ensure smooth event execution and guest satisfaction.

Visitor Assistant – Alexandra Palace (Oct 2023 – Jun 2025)

- Managed operational flow and guest experience for high-volume live events, ensuring seamless execution under tight deadlines
- Maintained strong communication and organisation in a high-volume, team-oriented environment.

Customer Assistant – Primark (Aug 2019 – Aug 2021) & Tesco (Oct 2021 – May 2022)

- Maintained store organisation and supported team members during peak hours to ensure seamless operations.
- Strengthened time management and adaptability through varied responsibilities.
- Balanced high customer traffic with stock organisation and merchandising.
- Developed problem-solving skills through handling customer queries and in-store issues.
- Supported team operations during seasonal peaks and sale events, maintaining performance under pressure.

EDUCATION

BA (Hons) Advertising – University of the Arts London (London College of Communication 2022–2025), Graduated with First Class honours

SKILLS / CERTIFICATIONS

Creative/Design: Adobe Premiere Pro, Photoshop, InDesign, Figma, Canva.

Strategy/Operational: Klaviyo, TikTok/IG Analytics, SEO Basics, CMS Management, Excel, Consumer Insight, Brand Positioning, Campaign Ideation, Market Research, Copywriting, Email Marketing.

Soft Skills: Project Management, Pitching, Adaptability, Curious, Personable, Organised, Attention to Detail.

Adobe – Adobe Certified Professional in Visual design using Adobe Photoshop

References available upon request