

# KENZY CHEESEMAN

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DOB: 07/07/1981

## ABOUT

I am a creative professional with over 20 years experience in fashion, art, product design, retail management, digital marketing and sales. I'm passionate about new design ideas, building brands and creating beautiful quality products. Previously I ran my own luxury loungewear label and in 2020 launched an online reusable face mask business. I still produce masks but rebranded earlier this year to create and share my botanical photographic art prints. I'm now looking for contract opportunities or a part time position to complement my creative passions.. I'd like to work with creative people and be part of an innovative team where my experience and creative mind can add value. I am always learning new skills and can adapt quickly to new environments. My positive attitude enjoys challenges and thrives in a vibrant, friendly environment.

## KEY SKILLS

- Creativity and innovation
- Creative thinking and problem solving
- Branding and visual communication
- Digital marketing
- Shopify website design
- Customer service
- Retail and wholesale sales
- Interior styling and decoration
- Merchandising and product styling
- Creative research and sourcing
- Fashion manufacturing and production
- Empathetic and optimistic
- Esteem builder - seeing the potential in others
- Rapport builder - easily connect with people
- Flexible and adaptable.
- Microsoft Word, Excel, Powerpoint
- Shopify - eCommerce design
- SEO
- Squarespace
- Vend Inventory POS
- Adobe Photoshop and Lightroom
- Canva
- Mailchimp
- Marsello
- Social Media Management - Meta/Instagram/Twitter/Pinterest/Later and Plann

## PROFESSIONAL EXPERIENCE - CURRENT

**MAR 2020 - PRESENT | MADE BY KENZY | DESIGNER & OWNER**

- Botanical photographic artist - currently exhibiting at Parliament until 23rd July 2022. Exhibited at the 2022 NZ Art Show. Designed new branding, website, packaging, new social media

accounts. Printed silk scarves coming soon. My website is my creative outlet to design, sell and promote my work. [www.madebykenzy.com](http://www.madebykenzy.com)

- Previously known as 'Masks by Kenzy' – Designed and produced reusable face masks during the first lockdown - grew into a thriving online business, built the shopify website and social media accounts [@masksbykenzy](https://www.instagram.com/masksbykenzy).

#### **JUL 2021 - PRESENT | YARNLY | DESIGNER & OWNER**

Created a range of hand knitted accessories with a small team of local creators using NZ produced wool yarns. Designed branding, logo, website, product photography, social media accounts. This is a slow growing community project with sustainability at its core. [www.yarnly.nz](http://www.yarnly.nz)

#### **PRESENT | FREELANCE STYLIST | CASUAL CONTRACTOR**

- Commercial photographers stylist - prop sourcing, styling, creative direction, on set, production. (Since 2007)

#### **PRESENT | TALENT | KIRSTY BUNNY MANAGEMENT**

- Occasional model and actor for television commercials. (Since 2010)

### **PROFESSIONAL EXPERIENCE - PREVIOUS**

#### **MAR 2021 - JUN 2022 | COCO WELLINGTON | PART-TIME RETAIL ASSISTANT**

- Part time retail assistant - best fashion boutique in Wellington.

#### **MAR 2015 - JAN 2020 | BELLO | RETAIL & MARKETING MANAGER**

Bello is a beautiful store in the heart of Wellington city offering a curated selection of international homeware, glassware, accessories, jewellery and toys.

- Managed Bello for five years and sole charge 4 months per year, been part of the Bello team since 1999, working part time at university and full time after closing my fashion brand.
- Ran all areas of the business - customer relations, sales, staff, wages, merchandising, ordering stock from local and international suppliers, inventory management, packing and shipping, monthly accounts and international payments, website updates and digital marketing.
- Designed the Shopify website and implemented a Vend inventory POS system to sync and manage stock at the warehouse, store and online. Maintained the website design, uploaded new stock, descriptions, brand images, product photography and editing. [www.bello.co.nz](http://www.bello.co.nz)
- Provided high quality customer service at every point of sale and nurtured long term relationships. Provided excellent gift and interior styling advice for homeware clients.
- Merchandised attractive eye-catching windows and beautiful in store product displays to increase sales. Worked independently and communicated effectively with co-workers.

- Digital marketing - created social media content, designed and sent electronic newsletters to the database. Designed adverts for magazines and newspapers placements.
- Managed the wholesale distribution business for Durance, a French bath and body range stocked in over 30 retailers. Managed staff to fulfil orders, invoicing, provided wholesale information and marketing material. Designed and set up the Durance Shopify website. [www.durance.co.nz](http://www.durance.co.nz)

#### **JAN 2010 - JUL 2016 | FOR EVERY MINUTE | CO-OWNER & DESIGNER**

Created a luxury sleepwear and loungewear brand which we ran for five years.

- Offshore manufacturing in Vietnam - silk sleepwear. Worked directly with the factory in Hanoi developing new styles and perfecting the quality.
- Local NZ manufacturing - merino wool loungewear.
- Sales and promotion - online and wholesale throughout NZ and Australia.
- Creative direction - designed logo, branding, look books, packaging, campaign shoots, promotional materials, social media content.
- Created original designs and patterns. Product and fit tested, perfected for the market.
- Hosted sales presentations, wedding exhibitions, Wellington fashion week runway show.
- Closed brand and website mid 2016 - see Instagram [For Every Minute](#) for reference.

#### **AUG 2007 - DEC 2010 | ALEXANDRA OWEN | HEAD PATTERN MAKER**

I worked closely with Wellington fashion designer Alexandra Owen and helped bring her vision to life. I interpreted her design sketches through pattern making, draping and testing to create the first samples.

- Pattern making and grading, size and fit testing. Created final patterns for production.
- Provided creative design ideas and solutions to make beautiful finished garments.
- Managed production and quality control, worked with manufacturers and suppliers, created specification sheets, drawings, organised materials and trims.
- NZ Fashion week shows, backstage production, model fittings and dressing.
- Assisted selling new collections and collating wholesale orders for production.
- Retail assistant, worked in store selling and fitting customers, provided custom alterations.

#### **1996 - 2007 | HOSPITALITY & RETAIL**

- Lisa Locke Catering (Canopy Company) - Waitress and kitchen assistant
- Lucire Magazine - Fashion layouts
- Eureka Clothing - part time workroom assistant
- The Approach Pub London - Assistant manager and bartender
- Levis Straus London - Sales assistant
- Vespa Lounge Bar - Hospitality
- Concrete Bar - Hospitality
- IBM - HR Office Assistant

## **EDUCATION**

### **BACHELOR OF FASHION DESIGN AND TECHNOLOGY (First Class Honours)**

Massey University College of Creative Arts, Wellington.

### **CERTIFICATE IN FASHION DESIGN FOR BEGINNERS**

Central Saint Martins, London.

### **BURSARY UNIVERSITY ENTRANCE**

Wellington High School, Wellington

## **INTERESTS AND HOBBIES**

I love spending quality time with my family and friends. Cooking, walking in nature, swimming, dancing, drawing and gardening energises my soul. I love to travel and experience new places and new people. I enjoy my time and appreciate the simple pleasures of life.

## **REFERENCES**

Sophea Son – Owner | Coco Wellington 021 165 6034

Clint Black – Owner | Bello Traders Ltd 021 280 8134

Steve Boniface | Commercial Photographer 021905156