



Tabbi  
**SUTTON**



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North Bondi, 2026 NSW

E-Commerce | Digital Content | Creative Design

## EXPERIENCE

### E-commerce & Content:

#### E-commerce Trading Assistant | Frasers Group, London UK

(July 2022 - January 2024)

- Managed and updated large-scale product listings across e-commerce platforms, ensuring accuracy of pricing, imagery, and product data
- Supported execution of 10+ premium online campaigns, multiple product launches, and promotional activity across several categories
- Coordinated with marketing, trading, and content teams to ensure timely delivery of digital assets
- Conducted regular site checks to ensure correct product placement, availability, and brand consistency
- Monitored product performance and sales trends to support trading decisions and optimise online visibility
- Assisted with catalogue updates, product enrichment, and content optimisation using CMS tools across 100k+ SKU's
- Maintained and updated performance trackers to monitor campaign activity and product performance

#### Social Media/Content Coordinator | Birichina Cafe, Bondi Beach

(March 2026 - Present)

- Manage and create Instagram content aligned with brand aesthetic and audience.
- Capture and edit photo/video content to promote venue atmosphere and menu.
- Support brand storytelling and increase engagement through consistent posting.

#### Social Media Support | Sorellis Cafe, UK (March 2026 - Present)

- Assist with Instagram content and maintain brand consistency.

### Retail & Hospitality:

#### Casual Fashion Retail Assistant | ASCOLOUR, Bondi Junction

(March 2025 - September 2025)

- Assisted with in-store merchandising and customer service.
- Maintained brand presentation and supported inventory and product knowledge.

#### Waitress / Host | Birichina Cafe, Bondi Beach (July 2025 - Present)

- Deliver high-quality customer service in a fast-paced hospitality environment.
- Manage orders, customer communications, and the front-of-house responsibilities.

## ABOUT ME

Creative and detail-oriented Fashion Marketing & Branding graduate currently based in Sydney, with hands-on experience across retail, hospitality, and content creation, developing a strong understanding of brand identity and how it comes to life both online and in-person.

Naturally drawn to the creative process, from concept through to execution, with a keen eye for aesthetic, detail, and visual storytelling. Highly organised, proactive, and confident working in fast-paced environments, with the ability to support both the creative and operational sides of a brand.

## SKILLS

- Content creation, digital design & visual storytelling
- Instagram, Adobe Creative Suite, & Canva
- Product catalogue management & content optimisation
- Digital campaign & product launch support
- Content planning & scheduling
- Excel (basic-intermediate) & performance tracking
- Google Analytics (basic)
- Styling & trend awareness
- SEO tagging & product categorisation
- Cross-functional coordination (marketing, trading, content teams)
- Strong attention to detail & organisational skills

## EDUCATION

#### BA (Hons) Fashion Marketing & Branding

– First Class Honours

Nottingham Trent University, UK (2020–2024)

- Developed skills in branding, digital content creation, customer experience strategy, and marketing.
- Click here for final year project: [Lumina 2024](#)