bernice fay

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### PROFILE:

I aspire to advocate wellbeing. lifestyle and brand strategy through digital assets and company reputation. Alongside 20 years as yoga practitioner and retreat host I come from a creative background with a BA (Hons) in the Arts and a career in Fashion Retail and PR

### Skills Summary:

* Technical: Canva, Cap cut, Social Media Hybrid
* Soft Skills: copyrighting, relational skills and product development, customer avatar invention, attraction marketing, email marketing
* Interests: Yoga. Self-Mastery, Cuban Salsa. Sustainability and Animal Welfare.

### PROjects:

**Skills Bootcamp Industry Project – Professional Portfolio https://justbeamarketing.wixsite.com/my-site-1**

**Published Document – The Fulfilment Journal – available on Amazon https://amzn.eu/d/bJiNU1s**

**Digital Asset – Guide to Self-Mastery - https://stan.store/HealHer**

**Video Project – Yoga Nidra – guided meditation – You Tube https://youtu.be/10O0Dlgpdxc?si=oxhp-ynW0sgqp7cx**

### experience

**The Fulfilment Coach, 121 tutoring in Yogic Practice & Self Mastery**

(self-employed) – 2004 – present

The Freedom Warrior Yoga Studio Project, Retreats in Marrakech, Turkey, Greece. Clients including Lewis Communications, Southampton & Zurich Insurance.

**Retail Manager**

Sass & Edge Ltd – Styling Associate 2022 – present

All Saints – Stylist 2014

### Continuing professional development

**Skills Bootcamp – Digital Marketing 2024**

**Advanced Study in Yoga TT 2011**

**London College of Fashion – Certificate in PR & Marketing 1997**

### Education

**Brighton University**

1997 - Bachelor of Arts Degree (2nd Class) – Mixed Media Design

**Winchester College of Art**

1993 - Foundation Certificate in Art & Design

**Itchen College, Southampton**

1993 - A Level – Art History B. Art & Design A & Social Biology C

**Sholing School**

1991 – 8 GCSE including Mathematics & English

### Volunteering

Free consultations in Self Development

Pet Care / Dog Walker