

CURRICULUM VITÆ

JUNE 2026

Lydia  
*Moreland*



LUXURY FASHION SALES CONSULTANT

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# Profile

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A client-focused, design-literate professional with experience across luxury fashion, creative environments, and high-end service. I bring refined styling instincts, a warm presence, and a genuine understanding of — and enthusiasm for — fashion, luxury, design and elevated customer experience.

## APPROACH

Relationship-led, with connection at the heart of everything I do. I'm naturally attuned to people: how they express themselves, what they're drawn to, and how they want to feel. I bring that understanding into a warm, considered and elevated customer experience.

# Luxury Fashion Experience

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2022 — 2023

## Retail Consultant & Stylist

CAMILLA AND MARC

- Delivered refined styling support and personalised wardrobe consultations, translating brand vision into looks that felt effortless and elevated for each client.
- Provided polished, intuitive customer service with a focus on long-term relationships — maintaining VIP client lists and offering bespoke service experiences.
- Supported visual merchandising and floor presentation, ensuring the boutique reflected the brand's aesthetic codes and seasonal direction.
- Managed daily boutique operations — opening and closing routines, cash handling, stock processing, and inventory — maintaining a beautifully curated retail environment.
- Consistently met daily store budgets and KPIs with a balanced, customer-first approach.
- Collaborated with the team to uphold a calm, luxurious in-store atmosphere aligned with the brand's design ethos.

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2022 — 2023

## Bridal Consultant

KAREN WILLIS HOLMES

- Provided one-on-one, extended bridal consultations, guiding clients through silhouettes, fabrics, and styling to find a dress that felt authentically theirs.
- Created a warm, high-end, emotionally supportive environment for brides and families during a milestone experience, balancing hospitality with professional expertise.
- Offered attentive, tailored advice rooted in design principles, fit, and brand knowledge — ensuring each appointment felt bespoke and thoughtful.
- Liaised with suppliers, seamstresses, and the wider KWH team to coordinate fittings, alterations, timelines, and special requests with precision and calm.
- Maintained boutique presentation so every touchpoint — from fitting rooms to product displays — felt intentional and elevated.
- Supported sales outcomes through rapport, trust, and an ability to read clients' tastes, needs, and emotional cues with sensitivity.

# Creative Industry & Brand Experience

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2022 — PRESENT

## Brand Strategist & Creative Director

INDEPENDENT PRACTICE

- Run an independent practice with a small, considered client base where the relationship is the work — partnering closely over the long term to understand each business deeply and grow alongside it.
- Lead clients through brand positioning, creative direction, and visual identity, translating who they are into a clear, cohesive expression across every touchpoint — from tone of voice to how they show up visually.
- Read audiences and markets to identify where the genuine opportunities lie, then shape strategy that connects creative practice with commercial reality.
- Develop and deliver campaigns and content strategy built on cultural and emotional relevance, deepening audience connection and brand equity.
- Set and work toward clear growth objectives, translating brand and marketing insight into measurable outcomes — audience growth, engagement, and sales.
- Act as a trusted advisor and steady creative partner, managing each engagement personally end-to-end with reliability, attention to detail, and warmth.

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2021 — 2023

## Strategist — Brand, Digital Experience & Creative

VML · CONSULTANT

- Led the development of campaign concepts that blended psychological insight, cultural relevance, and brand identity — helping clients meet creative and commercial goals.
- Partnered with designers, writers, and behavioural science specialists to shape ideas into clear creative direction teams could confidently execute.
- Coordinated multidisciplinary teams through the end-to-end campaign process, keeping the vision cohesive from concept to delivery.
- Facilitated workshops, prepared creative materials, and supported senior creatives to keep momentum strong across fast-moving cycles.
- Presented strategic and creative recommendations to senior stakeholders, building clarity, alignment, and confidence across leadership and client partners.

2021 — 2023

## Strategist — Social Media & Brand

PUBLICIS · CONSULTANT

- Advised national clients on social and content strategy, shaping storytelling that felt culturally relevant and emotionally attuned.
- Partnered with creative teams to craft campaigns that elevated brand identity and deepened audience connection.
- Ensured alignment between creative work and brand positioning, supporting teams to produce thoughtful, on-brand content across platforms.

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2018 — 2021

## Marketing & Brand Manager

FELONS BREWING CO.

- Helped shape and deliver brand campaigns by partnering with creative, product, retail, and digital teams.
- Guided creative workflows and briefings, translating brand strategy into clear direction for designers, writers, photographers, and external partners.
- Organised and produced campaign shoots and brand events — overseeing creative logistics, set styling, atmosphere, and guest experience so everything felt aligned with the brand.
- Acted as a central liaison for agencies, photographers, stylists, and suppliers, nurturing strong creative relationships and keeping projects moving with ease.
- Oversaw day-to-day marketing operations — asset management, content rollout, reporting, and budgets — keeping the brand consistent and polished.
- Supported senior leadership with presentations, brand storytelling, and communication materials, shaping how the brand showed up internally and externally.

2015 — 2018

## Front of House Manager · Retail & Sales · Marketing & Brand Manager

FUNCTION WELL

- Delivered polished, boutique-level front-of-house service, welcoming members with warmth and maintaining a calm, refined environment throughout the wellness space.
- Prepared and reset training and recovery areas with strong attention to presentation and atmosphere, ensuring spaces reflected the brand's aesthetic standards.
- Managed day-to-day operations — stock, suppliers, maintenance coordination, opening and closing routines — keeping the experience smooth and high-quality.
- Stepped into an Acting Manager role, overseeing rosters, onboarding, and cross-department communication, supporting a cohesive, client-focused culture.
- Improved member experience by identifying operational inefficiencies and implementing practical changes that enhanced flow, service quality, and brand perception.
- Transitioned into a Marketing & Brand Manager role — creating content, shaping social media, and supporting campaign development to express the brand's identity.
- Coordinated with photographers, designers, and external partners to produce brand assets and storytelling consistent with the gym's aesthetic, values, and community ethos.
- Worked autonomously with a calm, detail-oriented presence, balancing creative, brand, and operational responsibilities in a dynamic environment.

# Education & Particulars

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## EDUCATION

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Bachelor of Business (*Advertising*)

QUEENSLAND UNIVERSITY OF TECHNOLOGY

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Graduate Diploma of Psychology

MONASH UNIVERSITY

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Bachelor of Design (*Creative Direction*)

WHITEHOUSE INSTITUTE OF DESIGN

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## CONTACT

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## REFERENCES

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*Available upon request.*

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*Thank you for your consideration.*

LYDIA MORELAND