



Alice Bratley

Creative Direction / Storyteller

Contact



Phone

(+64) 022 453 6935



Email

alicemariebratley@gmail.com



Address

79 Barnard Street,
Wadestown, Wellington 6012

Academic History

2016-2020

Epsom Girls Grammar School

NCEA Level 3

2021-2023

Victoria University

Bachelor of Design Innovation

Major: Fashion Design

Minor: Art History

2024

Vancouver Film School

Introduction to Directing

Expertise

- excellence certificates in photography
- A+ costume design and visual narratives
- familiar with Adobe softwares
- visual communication, storytelling

Strengths

- passion / drive / determination
- open-minded and curious
- attention to detail / critical thinker
- organised / adaptable / able to cope under stressful, fast-paced environments

Experience

● 2024 - Current

Snap Shot Shorts

Behind the Scenes Photographer / Videographer / Production Assistant

- planning / organisation with requirement to adapt to changes that happen in-time
- additional experience with cameras, shooting in a video format
- relying on visual eye for creative decision making
- making sure my content is considered, whilst prioritising the efforts of the director

● Aug 2023

New Zealand Fashion Week

Backstage Dresser Assistant Volunteer

- aided various fashion designer's in helping their vision come to life
- displaying efficient problem solving skills under time pressure
- meticulous attention to detail, following instructions provided by the designer
- fast-paced environment which required punctuality and reliability for call times

● Oct 2021 - 2023

Nespresso / Mesh Marketing

Sales and Promotional Staff

- thrived in a fast-paced environment through balancing making coffee, keeping the store tidy and selling products
- referred customers to various ideas by evaluating needs and providing recommendations
- learnt and taught customers knowledge of the brand's processes, beliefs and products
- achieved sales goals and service targets by creating customer relationships
- merchandised attractive shelf displays with current offerings to drive store sales
- was allocated to department stores during promotional waves
- processed credit and debit card payments

● Nov 2020 - April 2023

Batenburgs Gift Hampers

Sales Assistant / Social Media Manager / Website Photographer

- creatively directed aspects of commercial photography (lighting/subject matter arrangement/movement/angles)
- edited web pictures on Adobe photoshop
- scheduled social media campaigns through Facebook and Instagram (promoting relevant products, keeping pictures visually cohesive and on-brand)
- completed store resets to prepare for seasonal adjustments
- greeted customers and offered assistance

NEW ZEALAND
**FASHION
WEEK 23**
KAHURIA

19 October 2023

To whom it may concern,

We would like to acknowledge Alice Bratley, who voluntarily worked as an official backstage assistant, in the behind runway backstage areas during New Zealand Fashion Week 2023.

A backstage assistant's role is an integral part of each and every fashion show. All backstage assistants are expected to work well under pressure to meet call times, whilst paying attention to detail, managing last minute fitting adjustments, and displaying quick problem solving during the hectic and stressful backstage process. This role is most important in supporting the designer and our Backstage/Wardrobe Manager and the smooth running of their show.

Backstage assistants must work to schedule to allow front of house to run on time and each show to go smoothly. Punctuality, reliability and speed are essential and integral qualities required for the role.

New Zealand Fashion Week: Kahuria would like to thank Alice for all your hard work and professionalism; we would not hesitate to work with you again in the future.

Ngā mihi nui



Yasmin Farry
General Manager
New Zealand Fashion Week: Kahuria