

JUNIOR PRODUCER

Eve Peers

Shoot Coordination | Content Production | Post-production

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PROFESSIONAL PROFILE

Marketing and content professional with experience across fashion, luxury, retail and property. Combines content planning, shoot coordination and financial administration with video editing, visual merchandising and PR event support. Holds an MSc Marketing with Distinction from Trinity College Dublin and a BSc (Hons) Fashion Management from London College of Fashion.

CORE SKILLS

Shoot Coordination: Call sheets · shoot schedules · studio bookings · photographer liaison · contributor scheduling · on-set support

Social & Visual Delivery: Content planning · creative direction support · social-first video · editing and post-production · Adobe Creative Suite · Canva · CapCut

Production Administration: Supplier setup · invoice checks · budget reconciliation · production cost close-out · purchase orders · Microsoft Excel

CAREER SUMMARY

Freelance Content Marketing Executive | Arkcon Property

Jul 2026–Present

Dublin

- Plan social content, calendars and audience-focused messaging; coordinate external production support and review performance to inform future content.
- Coordinated three full-day shoots covering property tours, staff interviews and landlord advice; prepared call sheets and shoot schedules, liaised with the photographer and organised staff contributors.
- Provide on-set support and adapt property choices, shoot timings and lighting when plans change, working alongside videographers and editors.
- Handle supplier setup, check invoices against agreed quotes and budgets, investigate discrepancies and update final production costs before passing invoices for payment.
- Key achievement: A property Reel achieved 8,059 views and 53 interactions.

Content Assistant and Video Editor | CFM Marketing

Apr 2025–Jul 2026

Dublin

- Created and edited social-first content, captions and campaign assets for lifestyle and property clients, maintaining brand consistency across Instagram and TikTok.
- Organised studio bookings, call sheets and shoot schedules across client accounts, coordinating contributors and providing on-set support.
- Helped direct and edit social content, resolving shoot-day issues and incorporating client feedback; raised, checked and passed videographer invoices for payment.
- Key achievement: Contributed to one account reaching 29.46K impressions (+426%) and 895 interactions (+330%).

Visual Merchandiser | Marks & Spencer

Nov 2024–Apr 2025

Dublin

- Sourced products for displays, maintained stock lists and supported purchase-order administration.
- Delivered seasonal launches and autumn/winter and Christmas displays, interpreting brand guidelines with creative freedom in styling and product presentation.
- Worked with store teams to adapt displays to trading priorities, stock availability and customer journeys.

Public Relations Assistant | Nova Relations

Jun–Sep 2023

London

- Arranged studio bookings, catering and refreshments, alongside invitations and guest-list management for fashion and lifestyle events.
- Helped prepare venues and organise incoming event stock for client activations.
- Produced and proofread press materials, brand booklets and media briefing documents.

Retail Sales Associate | Arnotts

8-month role

Dublin

- Delivered premium customer service and supported product presentation, replenishment and shop-floor standards, developing fashion-product knowledge and commercial awareness.

EDUCATION

MSc Marketing — Distinction | Trinity College Dublin | 2025–2026

Brand Management · Consumer Behaviour · Data Analytics · Marketing Strategy. Dissertation explored scarcity communication in the luxury handbag market; ENFUSE project developed strategy for an Irish fashion brand.

BSc Hons Fashion Management — 2:1 | London College of Fashion UAL | 2021–2024

Fashion Marketing · Brand Management · Buying and Merchandising · Fashion Business. Dissertation explored consumer comparisons and purchase intentions in fashion advertising.

CERTIFICATES

Fashion Photography · Fashion Journalism - Central Saint Martins | Microsoft Excel training

Tools: Premiere Pro · After Effects · Photoshop · InDesign · Canva · CapCut · Excel · PowerPoint · SPSS