

MARKETING SECONDEE OF 2026

**MEKDES
NORMAND**



Started summer 2024

Recived MVB 2024

Worked London Fashion week 2026

Worked the spring Lauch 2026



SPRING LAUNCH

Working at Blank Street's Charlotte Street location during the launch of the Cherry Glaze and Lemon Loaf Matcha strengthened my understanding of how impactful brand marketing is built through both strategy and execution.

Being involved in the event gave me firsthand experience of the attention to detail, collaboration, and creative direction required to deliver a seamless brand experience for customers and influencers.

From the visual merchandising and flower arrangements to the smaller behind-the-scenes details that shaped the atmosphere, it reinforced my interest in experiential marketing and confirmed that I thrive in creative, fast-moving environments where strong execution and brand experience matter.



**LONDON
FASHION WEEK**



Within my first couple of weeks at Blank Street, I received the "Most Valuable Barista" award for my energy on the floor and the way I connected with customers. It honestly made me feel really seen and appreciated so early on, especially in such a fast-paced café environment.

I had the opportunity to represent Blank Street Coffee during a London Fashion Week pop-up, which was such an exciting experience and something I'm genuinely grateful to have been part of. I worked as part of the service team across a condensed event menu, including serving the Lemon Love Matcha, while interacting with a huge range of guests in a fast-paced, high Energy environment.

What I loved most was being able to contribute to the atmosphere and overall customer experience in a way that felt very true to the brand. I naturally brought a bubbly, outgoing energy to the role and really enjoyed creating positive interactions with customers throughout the event.

Working in that environment helped me develop an even stronger understanding of Blank Street's identity, how the brand connects with people beyond just coffee, and how important personality, energy, and attention to detail are in shaping the overall experience customers walk away with.

