

Natasha Searls-Punter

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Employment

2022 - Present

**Hawthorne & Heaney Ltd. Machine Embroidery
Department Manager & London Embroidery School
Creative Director**

Day to day running of the machine embroidery
department:
Allocating staff, machinery and materials to production
Overseeing, delegating to and coaching of an assistant,
interns and a team of freelance embroiderers
Quoting and Digitising artworks
Production of machine embroidery works
Developing technical embroidery techniques
Designing inhouse sample
Marketing, social media, youtube and blogging
Developing, filming, editing and distributing London
Embroidery School's Online Classes
Development of London Embroidery School products

2018-2022

H&H Machine Embroidery Department Manager

2015-2018

H&H Embroiderer/ Digitiser

2014-2015

H&H Studio & Design Assistant

2014

Wilden Bride: Freelance Hand Embroiderer

2013-2014

Hawthorne & Heaney Hand and Machine Monogram
Embroiderer for events

2013

Muji: Freelance Machine Monogram Event Embroiderer

2006-2014

Silhouettes: Bridal Consultant, Acting Manager

Achievements

- Producing the machine embroidered elements for costumes from Marvel's Dr Strange film and FKA Twigs' Magdalena Tour
- Invited to Buckingham Palace to assist in embroidery preparations for the King's Coronation 2023
- Setting up, transferring and developing 27 online classes and kits in 1 year 2020
- Producing bespoke outfit for Charlotte Stockdale as worn to Met Ball 2017
- Overseeing the planning, production, quality control of 900 bespoke embroidered patches in 9 days
- Work Featured on 'White' Cover of Elle Magazine Sept 2016
- Selected to have a piece shown in the 'Art of Dress' touring exhibition 2013

Education

2010-13 London College of Fashion

BA Honours Fashion Design Technology Surface Textiles -
First Class Honours

2009-10 Chelsea College of Art and Design

Foundation Diploma in Art and Design-Specialism:
Textiles - Merit

2018 City University of London

How to be an Effective Manager Course

2020 Udemy

The Complete Video Production Bootcamp

2020 Google Garage/ Open University

The Fundamentals of Digital Marketing Course

2024 Google/ Coursera

Agile Project Management Course

Skills

- Embroidery Softwear- Wilcom E4.5, E3, Deco studio
- CAM Embroidery Machines - Ricoma, Brother, Tajima, Happy
- Hand Embroidery- Monogramming, Tambour Beading, Darning, Silk Shading, Goldwork
- Craft Machine Embroidery- Cornely, Irish, Domestic Sewing
- Embroidery Design, Drawing, Digitising
- Embroidery Class Design, Development, Videography, Editing
- Production Management, Sourcing Materials, Work Flow Organisation
- Digital Marketing, Data Analysis
- Adobe Suite- Illustrator, Photoshop, In-Design
- Video Editing- Wondershare Filmora, I Movie
- Organisation, Punctuality, Self Motivation
- Agile Project Management
- Communication, Leadership, Delegation, Team work

Interests

- Photography/Videography
- Travel
- Open Water Swimming
- Exhibitions

References available on request