

Katie Prickett

📞 | +44 7715 451963

💻 | www.linkedin.com/in/katieprickett

📍 | Suffolk (Willing to relocate)

✉️ | katie_prickett5@outlook.com

🌐 | katiecreates.cargo.site

ABOUT ME

With a first-class honours degree in Fashion Communication & Promotion, I'm excited to contribute to the fashion industry and create impactful organic consumer engagement. My education in brand strategies and communication, combined with hands-on experience in creative, collaborative environments has enabled me to develop a skill set that I am ready to utilise in multiple sectors of the industry.

SKILLS

- Market Research
- Communication
- Release Forms
- Team co-ordination
- Problem Solving
- Brand Strategy
- Critical Paths
- Critical Thinking
- Consumer Insights
- Adobe InDesign
- Adobe Photoshop
- Microsoft Office
- Microsoft Excel

ACHIEVEMENTS

- American Red Cross Lifeguard Certification (LG Cert 1)
- Temporary Boater Education Certificate
- Duke of Edinburgh Bronze Award
- PADI Certified Open Water Diver
- NTU's Winner of Junior Tennis Championship



EDUCATION

NOTTINGHAM TRENT UNIVERSITY

Fashion Communication and Promotion | **First Class Honours**
2021 - 2024

WEST SUFFOLK COLLEGE

Art and Design Foundation | Distinction
2020 - 2021

COUNTY UPPER SCHOOL, SUFFOLK

A-Level: Art, Media, Sociology | 7 GCSE's
2015 - 2020

EXPERIENCE

JAVELIN RETAIL LTD, SUFFOLK

Social Media Co-ordinator / Sales Assistant | Nov 24 - Present
Responsibilities:

- Managing social media content by scheduling and curating posts for Instagram and Facebook, ensuring consistency with brand identity and engagement goals.
- Styling and coordinating outfits for models featured in social media content, aligning visuals with seasonal trends and marketing strategies.
- Assisting with sales while identifying key garments for Instagram promotion, ensuring alignment with stock levels and maintaining a seamless link between online and in-store merchandising.

Results:

- Strengthening consumer engagement by crafting visually compelling and strategically planned content, creating brand loyalty and trust.
- Enhancing organisational and multitasking abilities by balancing content planning, styling, and sales assistance to drive brand visibility and sales.

INTERNATIONAL SPORTS TRAINING CAMP, USA

Lifeguard/Counsellor | Jun - Aug 24

Responsibilities:

- 24 hour supervision and camper mentoring: Ensuring the safety and well-being of campers (ages 7-17) while fostering a positive, inclusive, and fun environment.
- Ensuring water safety: Monitoring swimming areas, enforcing safety rules, and being ready to respond to emergencies or rescues.

Results:

- Acquired experience working under strict time management

Katie Prickett

References Upon Request

INTERESTS

- Travel and food - my time living in Singapore provoked a my interest in travel and food culture
- Sport: running, tennis, swimming, skiing - I will be running the 2025 London Marathon
- Reading
- Film/Cinema
- Fashion History

rules and deadlines.

- Developed strong observational skills and learned to maintain a keen eye for detail.

WORLDWIDE CANCER RESEARCH, EDINBURGH

Communications Intern | Apr 24

Responsibilities:

- Assisting the brands content manager with trend research and sample content writing
- Joining the communications manager at a cancer research lab to assist with a photo shoot for the website's visual content
- Sitting in on meetings with the fundraising, marketing, and communications teams to learn about their London Marathon 2024 runner campaign strategy

Results:

- Gaining invaluable insights into the branding and communication strategies within the charity sector
- I cultivated a informative awareness of the importance of employee collaboration

FRASERS GROUP/JACK WILLS, SUFFOLK

Runner | Jul 21

Responsibilities:

- Supported the Jack Wills A/W 2021 re-brand: assisted in coordinating model transportation, sharing local knowledge of the shoot locations.
- Helping to prepare the production van and assisting in catering logistics under the production manager's guidance.

Results:

- Developed strong time management skills, effectively collaborating with team members to swiftly address and resolve any issues.
- Gained valuable insight into the production industry, enhancing my understanding of the processes required to organically build a brand's visual identity.

MODUS BPCM, LONDON

Press Intern | Jan 19

Responsibilities:

- Supported the PR team by helping to coordinate aspects of sample send-outs, returns, gifting and showroom merchandising
- Assisted in the preparation and execution of the agency's seasonal Press Day, ensuring smooth logistics and preparation

Results:

- Developed a comprehensive understanding of the Fashion PR industry, particularly in sample management and event coordination
- Gained valuable experience in guest list management and strengthened organisational skills in high pressure environments

OTHER EMPLOYMENT HISTORY

- **Front of house staff** | Old Canon Brewery, Bury St Edmunds - 2022
- **Sales Assistant** | Direct Furniture, Bury St Edmunds - 2021
- **Covid Lateral Flow Test Centre** | Commisceo, Sudbury - 2020
- **Barrister** | Paddy and Scotts Cafe, Bury St Edmunds - 2019