

# KATIE PRICKETT

## 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: Grades 4-7  
2015 - 2020

## CONTACT:

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prickett

**Location**  
Suffolk (available to relocate)

## SKILLS:

- Market Research
- Communication
- Brand Strategy
- Critical Paths
- Critical Thinking
- Consumer Insights
- Adobe InDesign
- Adobe Photoshop

## ABOUT ME

With a first-class honours degree in Fashion Communication & Promotion, I'm eager to contribute to the fashion industry and create impactful organic consumer engagement. Living in Singapore for three years during my younger years exposed me to high fashion early on in life, ultimately sparking my interest in the sector. 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 the industry.

## EXPERIENCE

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

**WORLDWIDE CANCER RESEARCH, EDINBURGH**  
Shadowing/trend research | 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

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## 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 best beginner player of the year - Tennis

## INTERESTS

- Travel and food - my time in Singapore cultivated a keen interest in travel and food culture
- Sport: running, tennis, swimming
- Reading

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

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- **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