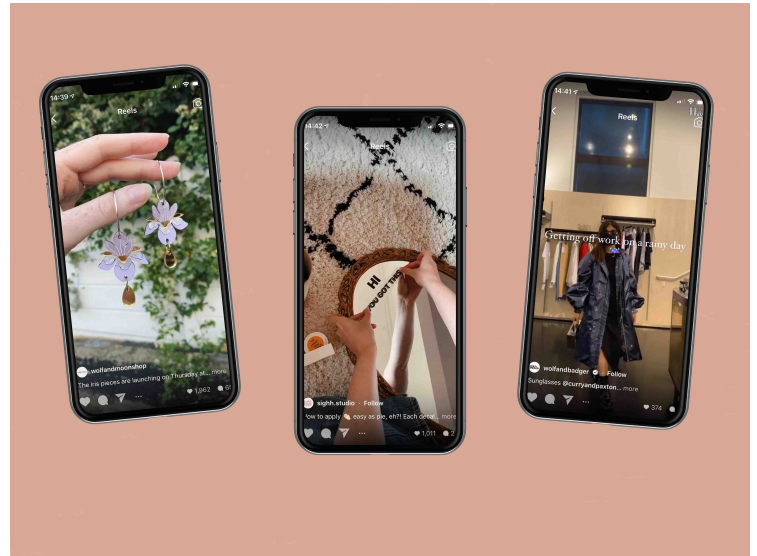


HOLLY LITTLEJOHN

BA (H) FASHION COMMUNICATION & PROMOTION



As an enthusiastic and team-orientated creative communicator, I understand that the process is equally as important as the end result. An internship at Mintel developed my research skills and critical thinking as I dissected articles, evaluating the key findings to form a reflection on the brand's performance. Fashion Communication and Promotion has furthered my visual storytelling abilities, using imagery to portray meaning and create an overarching narrative for projects. Combining these skills, I enjoy creating integrated marketing campaigns, developing ideas and organising the details. This was illustrated in my final year project, where I developed a product to help the mental health of young adult's during the pandemic. The campaign and product encouraged consumers to immerse themselves in creative activities, providing an escape from their current struggles.



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