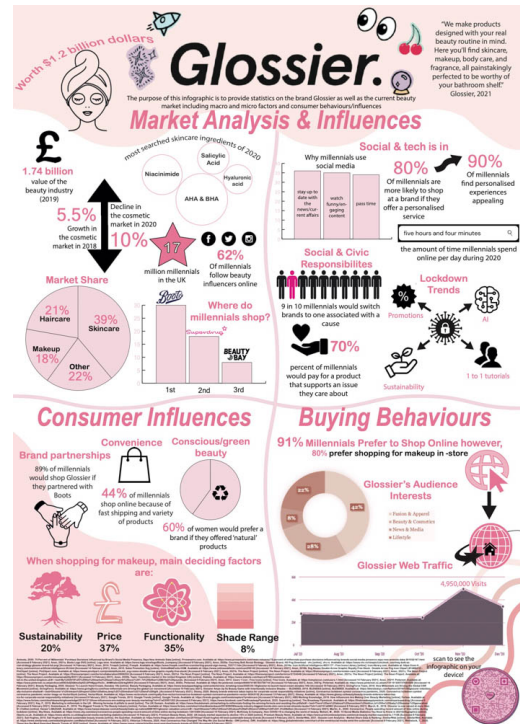


AMELIA BRIGGS

BA (H) FASHION MANAGEMENT

My subject area within the fashion industry is marketing with a focus on creative advertising, this has derived from my interest in consumer behaviour and how the use of marketing can impact the latest trends. My interests are reading, especially fashion magazines, as these are what inspired me to become to peruse a career in fashion from a young age. I have completed a year in industry where I was hands on within busy SME marketing departments, working on improving sales through brand awareness, improving website optimisation, and creating content for social media and e-commerce use. I have also worked on the shop floor of a busy retailer which allowed me to understand visual merchandising and buying behaviour. My future plans are to complete a Msc in Advertising & Marketing Communications at NTU and hopefully set up my own marketing agency where I can aid retailers with their marketing goals.



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