



### **Background:**

College: Plymouth College of Art (PCAD)  
Course: BTEC ND Fashion & Textiles



### **From a Graduates Point of View:**

In 2013 I graduated from University for the Creative Arts in Epsom, Surrey with a 1<sup>st</sup> Class BA (Hons) in Fashion Management and Marketing. Throughout my time at university I was fortunate enough to gain several internships and work experience placements which allowed me to grow, gain new skills and grasp what a working environment was and what was expected of you as a member of staff. My internships included; PR Intern for OFFICE shoes, PR intern for New Look, Trend forecasting Intern at BDA London and London Fashion Week Assistant for Kinder Aggungini for 3 seasons.

After my graduation I was classified as an unemployed graduate and I moved back down to Torquay to begin the ultimatum of deciding what I wanted to pursue for a career. After spending over 5 years of my education/life focusing on the fashion and textile industry I was keen to start my career in a different field. At the time it was more realistic and affordable to stay living in Torbay then moving back to London. After 3-4 months of sending various C.V & cover letters, attending interviews and being offered job roles. I finally landed my first ideal full time job role as a temporary Marketing Assistant at the TDA specialising in the Torbay Works project. The job role was for 6 months and offered everything I was looking

for; responsibility, creativity, productivity and marketing.

My role at the TDA was to create and produce a new website that supplied information, guidance and advice on careers and employment for young people in Torbay alongside a pledge campaign encouraging businesses to give young people opportunities. I had only created and produced market reports, mock up products and trend books at university so starting a job role that allowed me to use my creative side and manage a budget myself was very exciting yet quite daunting.

After my 6 month period I had created the tSpace site, T4T Pledge Campaign, met the project targets as well as picked up various areas of the TDA marketing and events. As my 6 month contract was coming to an end I was offered a full time permanent job role as a marketing assistant for the TDA.

I've been at the TDA for 9 months now and the time has flown by. tSpace has been a great success and the T4T campaign has seen over 85 local businesses pledge. The site has now been granted more support so the next stage will be to develop and expand the tSpace offering.

I have also been involved in a variety of projects and events which has allowed me to improve my skills and gain new insight into the industry. Not only have I learnt from my colleagues and line manager but I've also learnt from the working environment and the TDA.

### **My advice:**

- 'Take advantage of work experience placements and internships. They are a great way to experience the working world and gain contacts...
- when applying for jobs don't be disheartened when you don't hear back from employers, keep trying and try different approaches e.g. contact companies'