

PR, ADVERTISING AND CLIENT-RELATIONS ACCREDITED CLASSES

University of New South Wales, Sydney

2016-2017

Degree started: Advertising, PR and Design

This double degree sparked my interest across the media industry and offered insight into the differing roles within.

While I enjoyed areas such as advertising, PR, and global media, I became increasingly drawn to fashion, which ultimately led me to change universities for a degree more aligned.

Favourite electives:

- Public Relations + Advertising Principles (86)
- Global Media: Market, Flows and Cultures (60)
- Advertising: The Creatives Dimensions (73)

ACADEMIC TRANSCRIPT

FASHION MARKETING SHORT COURSE

University of Arts London

2026

The UAL short-course was incredibly helpful, as it offered a detailed analysis of just how crucial storytelling is to luxury brand marketing in comparison to general advertising.

A key takeaway was the out-of-the-box thinking needed for brands to continue to build identity, reinvent themselves and stay relevant to the next generation (see portfolio for Victoria Beckham specs).

I particularly enjoyed advertising and PR — especially creative idea generation, pitching, and the psychology behind consumer behaviour.

The course strengthened my understanding of brand positioning as well as how AI is shaping modern marketing, and how brands can utilise this as a future strength.

CERTIFICATE

ACADEMIC TRANSCRIPT

BACHELOR IN DESIGN AND FASHION, MINOR IN ADVERTISING

University of Technology, Sydney

2019-2024

Design and Fashion was an incredible yet challenging degree that offered a deeper understanding of the different jobs and areas that make up a commercial fashion brand today.

Such areas included fabric and graphic design, tech packs, pattern-making, machine sewing, hand-appliqué, knitting, creative idea generation, class presentations, team exercises, product design, global industries, and advertising subjects.

I completed this degree part-time so I could apply what I was learning in class in real time, whilst I simultaneously worked in the luxury bridal space.

I especially enjoyed writing, creative thinking, problem-solving, and pitching ideas.

I flourished working across teams and enjoyed delving into the psychology behind buying patterns, fashion, and trends.

Although I loved fashion, this degree clarified that my interests lie more in the strategic and creative side of the industry rather than fashion making.



QUALIFICATIONS

BACKGROUND



DIGITAL MARKETING COURSE

Digital Marketing Institute, London
June 2026

Always interested in learning more, this course helped to update my pre-existing understanding of marketing while adding a more current and global lens.

I thoroughly enjoy exploring new ways of thinking, particularly learning about the **latest AI developments in research, social media, paid search, and strategic planning.**

With AI developing at such a rapid pace, it is more important than ever that companies embrace and understand how to leverage this future-facing technology.

CERTIFICATE

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THE FASHION WRITER ACCELERATOR

The Glam Observer Academy
May 2024

This course strengthened my writing and helped me develop a more confident, media-focused approach. It improved my pitching skills and introduced me to new methods of research, structure, and formatting.

I also enjoyed learning about current international industry practices and gaining insight into how to work effectively as an independent freelance creative.

MASTERCLASS IN CREATIVE WRITING,
SYDNEY UNIVERSITY
2018

This course expanded my writing range and improved my ability to edit and structure work to publication standard.

Collaborative feedback and creative idea generation, were areas I enjoyed most.

QUALIFICATIONS

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