



# FLAVIA FIORELLA

CREATIVE PORTFOLIO



**FF**  
Flavia Fiorella





Hello Friend

## I'M FLAVIA

I am a recent graduate in Fashion Management and Marketing. I specialise in market research, trend analysis, and buying support. Explore my portfolio to see how I blend analytical skills with creative thinking to deliver compelling and profitable fashion/beauty solutions.

# Biography

I am a recent graduate from the London College of Contemporary Arts, where I earned my degree in Fashion Management and Marketing. Throughout my academic and professional journey, I have developed a strong passion for the fashion industry, particularly in market research, trend analysis, and buying support. My diverse experiences have equipped me with the skills to analyze consumer behavior, manage inventory, and support marketing strategies.



- **Analytical Tools:** Excel, PowerPoint, Salesforce, SAP, Adobe InDesign
- **Research Methods:** Market Research, Data Analysis, Consumer Behavior Analysis
- **Communication:** Strong written and verbal communication skills, report writing, presentation

- **Problem-Solving:** Strategic thinking, innovative mindset, attention to detail
- **Teamwork:** Experience collaborating with diverse teams, stakeholder management
- **Time Management:** Ability to manage multiple tasks and meet deadlines



# SKILLS



# Personal Story

My journey into the world of fashion began with a deep-rooted fascination for design and trends. During my time at the London College of Contemporary Arts, I honed my skills in fashion management and marketing. My internships and professional experiences have provided me with a comprehensive understanding of the industry, and I am excited to continue growing and contributing to the dynamic world of fashion and beauty.

Integrity

Honesty

Innovation

Respect

Adaptability

Diversity

Teamwork

Leadership

Loyalty

Passion

Reliability

Confidence

Dependability

Flexibility

Growth

Recognition

Balance

Compassion

Courage

Positivity

# Values

# *the* MANIFESTO

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After several years in retail and sales, I have learned the importance of work ethic and teamwork. During my university journey, I understood my passion and my real vocation: trend forecasting and the buying. Also, I'm willing to communicate transparently and have ethical commitments to my co-workers and workplace. I'm constantly willing to learn and develop new skills. I value the team achievements in my workplace and the importance of immersing different ideas. It's essential for me that work-balance time for wellbeing is fundamental to separating work and your personal life. I enjoy providing leadership in the workplace, training teams, and guiding them in any tasks. I can also to adapt to any changes; I value customer focus, understanding their needs and delivering the best idea that values creativity and customer sentiment.





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# Professional Experience

## Freelancer Trend Forecaster

The Futurist, London, UK

May 2024 – Present

Conducted market research and analyzed data to identify key consumer trends.

Created trend reports and presentations for senior management.



## E-commerce and Marketing Intern

LDC (Lone Design Club), London, UK

July 2022 – September 2022

Assisted in developing e-commerce strategies and marketing campaigns.

Conducted market analysis and supported influencer marketing initiatives.

## Marketing Intern

Miele, London, UK

March 2023 – May 2023

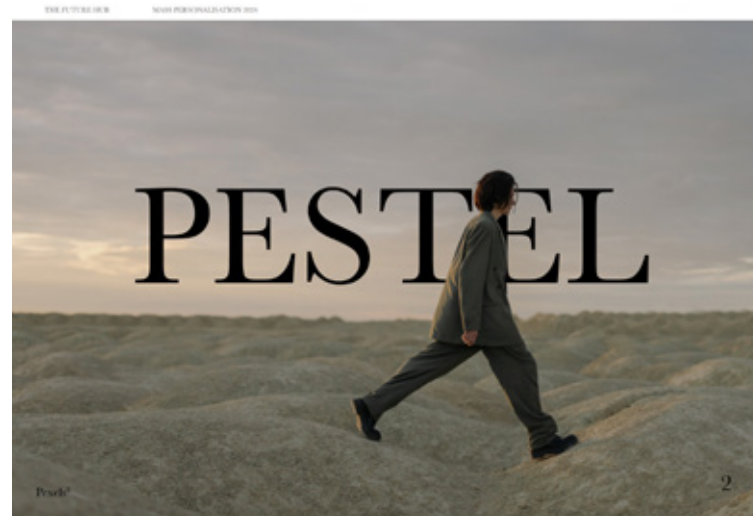
Supported CRM and loyalty program initiatives.

Analyzed customer data to develop targeted marketing strategies.

The Miele logo is the word 'Miele' in a bold, white, serif font, centered on a dark red rectangular background.

# Trend Report

The report "Mass Personalisation" examines critical trends in the beauty industry, focusing on personalization, sustainability, and technological integration. It uses PESTEL analysis to evaluate the multifaceted impacts shaping consumer behaviour in a post-pandemic world. The report predicts a shift towards more personalized consumer-brand interactions, supported by AI and data analytics, emphasizing the growing demand for inclusivity and sustainability. Key sections cover market analysis, emerging trends, challenges, and opportunities, providing strategic insights for industry stakeholders navigating the evolving landscape up to 2024.





# Marketing Report

The “Nike It Up” report outlines a sustainability campaign where Nike promotes upcycling old clothes to reduce waste and support the environment. It includes strategies for enhancing brand image, engaging consumers through events and social media, and implementing eco-friendly practices. The campaign aims to raise awareness about sustainability, attract new customers, and strengthen Nike’s commitment to responsible fashion.





# LET'S GET IN TOUCH

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