



Ruth Hickman

Brand Strategist

Falmouth, UK

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Links

[Website](#) [LinkedIn](#)

Languages

English (Fluent)

About

Ex-fashion buyer now working brand-side and undertaking a Masters in Sustainable Business Leadership.

BRANDS WORKED WITH

- Another Man Magazine
- DAZED Magazine
- Falmouth University
- Helter
- Selfridges
- TOPSHOP TOPMAN
- Urban Outfitters

Experience

● Brand Strategist

Helter | Sep 2020 - Now

I draw on my fashion and retail industry experience to help clients develop and execute product, brand, marketing and sales strategies that deliver growth. Capabilities cover design research and direction, trend forecasting and market movement, customer profiling, brand DNA and image, range planning, collection evolution and product development, creative direction and collateral production, proposal writing and pitching, trading and negotiation.



● Visiting Lecturer

Falmouth University | Sep 2019 - Dec 2019

I led a series of seminars on sustainability within fashion for BA (Hons) Fashion Design students.



● Women's Buyer and Concession Manager

Selfridges | Feb 2015 - Aug 2017



● Assistant Buyer

Urban Outfitters | Nov 2014 - Jan 2015

● Assistant Buyer

TOPSHOP TOPMAN | Jan 2013 - Oct 2014

● Buyer's Admin Assistant

TOPSHOP TOPMAN | Oct 2011 - Dec 2012

● Fashion Assistant

Another Man Magazine | Sep 2010 - Sep 2011

● Fashion Assistant

DAZED Magazine | Sep 2008 - Sep 2009

Education & Training

2023

● University of Leeds

MSc, Sustainable Business Leadership

2007 - 2010

● University of the Arts London

Bachelor of Arts - BA,