



# Amy Whitfield

An experienced Creative with over 10 years of senior-level industry experience looking for new opportunities.

📍 Durham, UK

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## Languages

English (Native)

## About

With over a decade of senior-level experience in the fashion industry, I co-founded and successfully managed the premium womenswear brand, NOVO. The brand was marked as the 'best brand discovery' by online publication Sheerluxe.

Throughout my career, I have consistently demonstrated my capacity to pioneer creative strategies while nurturing long-lasting internal and external industry relationships. I am passionate about the importance of brand storytelling and am dedicated to delivering consistent brand experiences through all touchpoints.

My knowledge spans brand, project, and supply chain management. I have cultivated and nurtured relationships with manufacturers during numerous visits to China and Turkey, ensuring the highest quality product standards. Additionally, I have contributed to the setup of fulfilment centres in key locations across the UK, and the USA, demonstrating a strong commitment to meeting demand and improve our service.

### BRANDS WORKED WITH

Baggers Originals

Novo

The Vast Agency

Trendstop.com

## Experience



### ● Co-Founder & Creative Director

Novo | Oct 2014 - May 2023

#### CREATIVE DIRECTION

- Leading the creative vision for the brand, overseeing all aspects of design, branding, and marketing.

#### DESIGN

- Directed and managed multiple collections over 9 seasons, from concept to production, ensuring adherence to brand identity, quality standards, and budgetary requirements as well as researching trends, fabric selection, and colour palettes.

#### PRODUCT DEVELOPMENT

- Led in sample development, fittings, and quality control, ensuring products met brand standards and customer expectations.

#### BRAND STORY AND MARKETING

- Skilled in developing and executing brand strategies, ensuring consistent brand messaging across all touchpoints, and understanding consumer behavior to drive sales and brand loyalty.
- Develop and execute creative strategies to enhance brand positioning and consumer engagement across various channels, including e-commerce, social media, and traditional media outlets.

#### INDUSTRY RELATIONSHIPS

- Building and maintaining key industry relationships such as Sheerluxe.

#### INFLUENCER OUTREACH

- Sourcing and engaging with key influencers via multiple social platforms, to help with brand awareness.

#### CONTENT CREATION

- Executed compelling fashion campaigns, including photoshoots, and digital content, that resonated with the target audience
- Liaising with photographers on briefs
- Hands-on quality control of images while shooting

#### PROJECT MANAGEMENT

- Guide the creative team on all aspects of brand identity, visual merchandising, and marketing collateral

#### STRATEGIC PLANNING & MARKET ANALYTICS

- Conducted trend research, market analysis, and competitor bench-

marking to inform design decisions and stay ahead of industry developments.

- Getting hands-on with internal data including customer profiling, segmentation and targeting to stay ahead
- Analysing customer journeys, retention and engagement to improve internal marketing

#### WHOLESALE

- Liaising with wholesale managers to hand over collections
- Working on B2B sales and distribution



### ● Freelance Designer

Baggers Originals | Apr 2013 - Nov 2013

#### DESIGN

- Designing flat specification drawings for manufactures
- Assisting with fabric selection
- Working on sizing charts

#### COLOUR / TREND RESEARCH

- Providing up to date information for the childrenswear collection using WGSN trend forecasting tools
- Selecting appropriate colours from the SS childrenswear forecasts

#### PRODUCT DEVELOPMENT

- Working on swimwear for Richard Bransons Neeka Island
- Development design of products to diversify existing age range
- Finalising bag functionality before Monsoon release



### ● Womenswear Assistant

Trendstop.com | Jan 2011 - Jun 2011

#### TREND RESEARCH & FORECASTING

- Assisting in the development of key sub-trends for both Menswear and Womenswear requiring an ability to identify and categories influential imagery
- Looking into customer behavior, buying habits, cultures and varying social groups to assist in the development of trends
- Overviewing current events which may have a direct impact on trends and how people interpret fashion

#### ONLINE PUBLISHING

- The ability to work to tight deadlines was essential when uploading and publishing stories and spotted trends
- Having to deal with a large amount of data requiring impeccable organisational skills

#### BLOGGING & PHOTOGRAPHY

- Updating the blog on influential and inspiring stories
- Street style photography which assisted in the making of 'spotted trend stories' meaning a keen eye for significant imagery was essential

#### PRESS EVENTS

- Organising guest lists and schedules for events making sure the day to day running and agenda for the managing director was in order during London Fashion Week
- A confidence to communicate efficiently when representing Trendstop and attending events including meetings with PR agencies, Press Days and London Fashion Week Events

### ● Fashion Co-ordinator

The Vast Agency | Jun 2009 - Jun 2010

#### GENERAL ADMIN

- Organising weekly production schedules for shoots, liaising with graphic designers and having creative input in live design projects
- Assisting with Photoshop retouching, logo design and alternative in-store POS

#### SHOOT PREPARATION & RESEARCHING

- Sourcing and securing shoot locations based on a brief specified by the client
- Working to tight deadlines to source props, models and hair/makeup

teams

#### PHOTOSHOOTS & STUDIO WORKING

- Overseeing photoshoots for clients including Racing Green, Alan Paine, Gibson London to approve quality of images requiring clear and precise communication skills to the rest of the studio team
- Mannequin styling, flat product, accessories and lifestyle styling for shoots where a keen eye for apparel aesthetics was essential Assisting photographers in the publishing and organisation of images
- Organisation of studio operations to ensure smooth running day to day

#### PHOTOGRAPHY

- Initially shadowing a photographer before taking the initiative to work independently and confidently work with the 360 photo software to shoot Moda in Pelle shoes
- Working in a diverse design studio with other creative individuals was an invaluable experience

## Education & Training

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2009 - 2012 ● **University of Leeds**

Bachelor of Arts (BA),