

LAURA WOOD

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PROFILE

Final-year Fashion Marketing & Branding student with experience across digital marketing, community engagement and brand communications. Drawn to projects centred around culture, connection and human behaviour, with a particular interest in social content, consumer engagement and creative storytelling. Throughout university I have developed a strong visual communication skillset across Adobe Creative Suite, alongside experience supporting campaigns, events and community-led initiatives.

CREATIVE MARKETING EXPERIENCE

White Rose Foundation - Marketing Intern Nottingham | March 2025 - May 2025

- Supported marketing and communications across community-led retail initiatives
- Created social media content to promote events and increase store engagement
- Designed promotional materials for campaigns including a large-scale retail event
- Worked across multiple store locations to support campaign activity and visual merchandising
- Assisted with coordinating marketing activity between store teams and campaign messaging

Marks & Spencer - Marketing Intern London | Jan 2023 - Feb 2023

- Supported marketing activity within a large-scale retail brand environment
- Assisted with research and reporting to inform marketing decisions
- Observed the delivery of national campaigns and in-store communications

RETAIL & CUSTOMER EXPERIENCE

River Island - Sales Assistant Chelmsford | Mar 2023 - Sep 2023

Office Shoes - Sales Advisor Chelmsford | Nov 2022 - Feb 2023

Tiptree Tea Rooms - Customer Assistant Billericay | Sep 2021 - Dec 2025

INTERESTS

- Active member of NTU Dance Society, participating in competitions, rehearsals and collaborative team events
- Strong interest in culture, community and creative self-expression through fashion and digital spaces
- Interested in how brands connect with audiences through storytelling, social media and engagement
- Drawn to collaborative and culture-led creative environments

SKILLS

- Audience Engagement
- Visual Storytelling
- Social Media Content Creation
- Creative Strategy
- Brand Communication
- Consumer & Cultural Insight
- Campaign Planning
- Adobe Creative Suite
- Email Marketing
- Trend Awareness
- Collaborative Communication
- Community-Focused Marketing

EDUCATION

Nottingham Trent University

BA (Hons) Fashion Marketing and Branding 2023 - Present

- Key areas: branding, marketing strategy, consumer behaviour, cultural research

The Fashion Retail Academy

L3 Fashion Business and Retail

Extended Diploma (Distinction) | 2021 - 2023