



Elliot Rickerby

Researcher & Writer

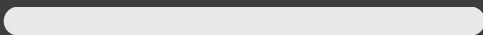
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- 📍 Greater Reading, Berkshire, UK

About Me

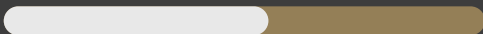
An adaptable researcher and writer with experience across a variety of writing contexts. Passionate about exploring the intricacies of modern society, particularly in relation to art and technology. Proven success in both small and large teams, with a strong commitment to personal growth and new challenges.

Languages

English



French



Skill Overview

- **Research & Interviewing**
- **Analytics**
- **Writing**
- **Presenting**

Additional Information on next page.

Education

2023-2024 | MSc Applied Psychology in Fashion

London College of Fashion, UAL

2019-2023 | BSc Psychology with Placement

University of Surrey

Work Experience

2021-2023 | Marketing & Communications

MMRG

Two years at a marketing consultancy specialised in the pharmaceutical industry. Was responsible for the news feed on a newly launched mobile application and involved with back end maintenance. Worked with large international clients, including processing complaints and handling user data. Extensively developed IT skills.

2018-2020 | Operations Partner

John Lewis & Partners

18 months back of house at large UK department store. Dealt with stock management, online orders, as well as visual merchandising. Worked in a large team of over 50 colleagues, which emphasised collaboration.

Further Information

MSc Applied Psychology in Fashion | London College of Fashion

- Completed modules in Consumer Psychology, Research Methods, Cognition and Creativity, and Personality and Individual Differences.
- Collaborated with the avant-garde London-based brand HARRI and international fabric manufacturer Toray Industries, conducting primary research for both organisations.
- Research report for Toray Industries was purchased, earning the *London College of Fashion's Business and Innovation Innovative Research Award*.
- Master's thesis on the *Mental Health Experiences of Fashion Designers*, currently in the process of academic publication. Available upon request.

BSc Psychology with Placement | University of Surrey

- Completed modules in Applied Psychology and Public Policy, Social Psychology, Advanced Statistics, Data Analysis and Critical Thinking, Qualitative Research Methods, and Morality and Emotions.
- Final year dissertation examined the relationship between personality traits, fashion choices, and approachability.

Marketing & Communications | MMRG

- Conducted research and reported on social media activity, managing and analysing data sets of over 100,000 items.
- Contributed to the launch and ongoing development of a mobile app, Thecosystems, including new user management and feedback processing.
- Created, edited, and published specialised content for the app's news feed, making articles actionable and tailored to client needs.
- Attended various professional development workshops, including sessions led by Brian Mayne and Marcus Child..

Skills & Interests

- Deep knowledge of fashion and music culture, particularly within the underground scene. Owner of an extensive collection of fashion and culture magazines dating back to 1997.
- Regularly writes essays and journalistic pieces on topics such as the prevalence of 'skinny ideals' and psychological analyses of fashion figures like Coco Chanel.
- Assisted the creative director of the fashion charity show "Walk-On" (2024) at Durham University, contributing to the editing of the show's magazine.
- Experience in both commercial and editorial modelling.
- Skilled in both Windows and iOS operating systems, with proficiency in:
 - Microsoft Office
 - Programming languages (Python)
 - Analytical tools (Meltwater)
 - Statistical software (SPSS, Jamovi)
 - Advanced optimisation (Alteryx)
 - Interior design software (Sketch-Up)
- Confident in presenting to small and large audiences, experience at both academic and professional levels.
- Exceptional written and verbal communication, with strong interpersonal skills.
- Extensive understanding of sustainability, including maintaining a vegetarian lifestyle for over four years, frequently upcycling and altering clothing.

Reference

Dr Maxi Heitmayer

Senior Lecturer, London College of Fashion, University of the Arts London

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