

Iqra Khan  
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## Profile

Fashion Marketing second-year undergraduate (UAL, London College of Fashion) with a strong foundation in both the strategic and creative sides of brand communication. Recently completed a Wholesale Marketing Internship at a global fashion house, gaining experience in campaign execution, market analysis, and brand identity. Proven ability to apply analytical insights, balance competing priorities, and support commercial objectives. Eager to apply creative thinking and collaborative approach to innovative fashion marketing initiatives.

## Education

UAL London College of Fashion, BA Fashion Marketing with Consumer Behaviour Sep 23 - Jun 27

Rochdale Sixth Form College Sep 20 - Jun 22  
- A Levels: A,A,A

## Experience

Wholesale Marketing Intern, Lacoste Feb 25 - Feb 26

- Collaborated closely with and supported the Wholesale Marketing Manager and Marketing Director
- Built and managed key relationships with premium wholesale partners including Selfridges and John Lewis, contributing to sales review integration that supported quarterly growth strategies
- Contributed to the END. x Lacoste anniversary campaign, liaising with agencies and external teams to deliver impactful displays and activations
- Delivered logistical support for Selfridges personal styling sessions, curating gifting, catering, and guest experience to reflect premium positioning
- Acted as brand representative on JD Sports campaign shoots, ensuring styling, art direction, and product placement aligned with global brand identity
- Assisted in creating seasonal and campaign overview decks, supporting wholesale teams with clear brand storytelling and market positioning
- Coordinated the distribution of textile and footwear samples for shoots and styling opportunities
- Assisted in the launch of the Lacoste x Selfridges Duke Street pop-up and in-store installations, helping deliver immersive consumer experiences
- Produced competitor analysis decks during the Wimbledon season, identifying market opportunities and informed Lacoste's positioning

Front of House, Roundhouse Sep 24 - Jan 25

- Delivered high-level customer experience to diverse audiences at cultural events, strengthening communication skills and adaptability in fast-paced environments
- Supported the smooth running of large-scale live events, coordinating with cross-functional teams and event management
- Gained insight into audience engagement and event promotion, developing skills in consumer-facing brand representation

BA Fashion Show Assistant, UAL Arts Temps Dec 23 - Jun 24

- Assisted at the Central Saint Martins BA Fashion Show, contributing to the success of a high profile event attended by 100+ industry leaders
- Created backstage content for the CSM BA Fashion Show, driving online engagement and awareness through digital storytelling
- Gained first-hand insight into event production and fashion communications, developing adaptability and teamwork

## Skills

**Technical:** Adobe Creative Suite, MS PowerPoint, MS Excel

**Professional:** Analytical reporting, market research, campaign execution, client relationship building, brand partnerships

**Extra-curricular:** Multilingual: English, Pashto, Urdu; Committee member, UAL Fashion Communication Society; Freelance dog-sitter

References available upon request