

Dear FICA Team,

I'm applying for the Publications Officer role (with Marketing Officer as my second preference). FICA sits right at the intersection of two things I love, which are fashion and the businesses behind it.

Fashion has been part of my life for as long as I can remember. My mom and my grandma are both fashion designers, so I grew up in the industry, designing my own clothes, visiting their boutiques and production sites, and even learning how to sew my own pieces from scratch.

What draws me to Publications specifically is that I genuinely enjoy researching and writing about things I find interesting. During my internship at YapStones, a family office in Singapore, I spent three months writing articles on investment and strategy and analysing reports and data. I got good at taking complex ideas and turning them into clear, structured pieces that actually communicate something useful. I'd love to bring that same energy to writing about fashion, trends, culture, and commerce for FICA. Similarly, my passion for writing also translates in my personal blog where I write about my current interests.

From my marketing experience from my internship at Urban.com.au, which is an e-commerce real estate platform, I developed content strategies for editorial teams and worked with audience data to understand what resonated. My personal interests in photography and filmmaking also help me with the marketing officer role. I'm comfortable creating content across platforms like Instagram and TikTok, including posters and copy text.

I'm studying Computing and Software Systems at the University of Melbourne, which gives me a different lens on how fashion and commerce are evolving, especially with tech changing the industry and AI in the new era of business strategy. While I am a third year student, I am extending my degree for another year. I'm organised in my workload, proactive about taking initiative and reaching out to people, and genuinely excited about contributing to FICA's editorial voice and helping shape content that feels both culturally relevant and thoughtful. And if not Publications or Marketing, I'd love to be considered for any other role on the team.

Happy to chat more about any of this.

Best,

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