

AMY FELLOWS MA  
GARDEN DESIGNER | HORTICULTURALIST


STATEMENT & PROFILE

Previously a designer and commissioned street artist (Norwich BID 2019, Norwich City Council 2020 and Coastal Currents Arts Festival 2021) Amy changed career paths in 2021. She now owns her own business as a Garden Designer and Horticulturist. Amy is creative, nurturing, gentle and loves taking care of people.

Exceptional written, verbal and visual communicator | Interpersonal skills | Organisation, time management and prioritisation | Accountability | Creative thinker | Dyslexic, diagnosed 2012 | Late-diagnosed Autistic, March 2021

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CONTACT

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 AMYFELLOWS.CO.UK

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EDUCATION

NORFOLK SCHOOL OF GARDENING **CERTIFICATE IN PRACTICAL HORTICULTURE | 2022**  
Royal Botanic Garden Edinburgh accredited.

**10 week Introduction to Garden Design | 2022**

The school is an SGD (Society of Garden Designers) accredited educator.

**DAY COURSES:**

Planting for Pollinators | Gardening for Climate Change | Advanced Pruning & Training

NORWICH UNIVERSITY OF THE ARTS **MA COMMUNICATION DESIGN | OCTOBER 2016 - 2017**  
Final project undertaken at Vision Norfolk on communication around sight loss, awareness and stigma. Visual Impairment Awareness training and volunteer work.

**BA HONS ILLUSTRATION | SEPTEMBER 2012 - 2015**

Graduated with First Class Honors.

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EXPERIENCE

SELF-EMPLOYED **GARDEN DESIGNER & GARDENER | FEB 2021 - CURRENT**  
A new career venture which followed the pandemic and her Autism diagnosis.

MINT VELVET **STYLE ADVISOR | AUGUST 2016 - JANUARY 2019 | SEPTEMBER 2022 - CURRENT**  
Responsible for exceptional customer service, recognised by head office, and developed skills around sales figures and forecasting.

VISION NORFOLK **FREELANCE ARTS & CRAFTS TUTOR | MAY 2019 - FEB 2020 (Covid)**  
Delivering weekly sessions, accessible to those living with visual impairment.  
**ARTIST IN RESIDENCE | DECEMBER 2019 - APRIL 2020**  
Final exhibition and workshops postponed due to COVID-19 pandemic.

THE SOUTH ASIA COLLECTION **GRAPHICS & COMMUNICATIONS ASSISTANT | JANUARY 2019 - OCTOBER 2020**  
Devising and managing all social media. Copywriting, photography. Mailing list management, designing marketing & exhibition graphics. Networking with local organisations. Managing internal comms and staff training.

THE OAK CIRCUS CENTRE **FREELANCE GRAPHIC DESIGNER AND MARKETING CONSULTANT | OCTOBER 2018**  
Branding and logo design, website design, social media content generation. Copywriting. Events development and research.