

Student Profile – Daniella Means – Nottingham Trent University



I was brought up in the cosmopolitan city of Hong Kong to an American father and a Malaysian mother. My role model is my mother who is a marketing director for a top fashion brand. The exposure to this industry helped me to decide to take Management as my degree and place a focus onto marketing and entrepreneurship for the competitive risk taker in me. My father was the man who sparked my interest in sport, originally being from Oregon, which has a strong sport-culture, and who now works for a major sports brand. The combination of the influence of the two has led me to select sports marketing as my career choice.

Throughout my life I have always been a keen athlete in many sports (gymnastics, swimming, dragon boating, you name it!). I have represented Hong Kong at an international level for Women's Rugby 7's and participated in the World Cup Qualifiers in 2008. In addition to this, I am interested in art history and personal fitness. Having family from around the world, from Germany to Australia, to the US and to China, has led to my fascination with seeing the world and their different cultures. University in England is only the beginning!

Last summer I worked at the Hugo Boss corporate office in Hong Kong in the sales department, and was given the opportunity to present the fashion line to pan-Asian buyers helping me to utilize and improve my sales skills. This summer I have secured an internship with Adidas in Singapore in the marketing department which I am really looking forward to.

I have been fortunate enough to have been selected as the Vice President for our Nottingham Entrepreneur's Society, a society which has been growing exponentially since it was set up two years ago and has won numerous awards, most recently the Nacue Award 2010. Working closely with the society has helped me improve my presentation and sales skills and led me to take part in various competitions such as yours truly, Flux!