



Alumnus of the Week

Name: Tatjana Apukhtina

Year of Completion: 2013

Programme of Study: BA (Hons) International Management

Job Title: Co-Founder of Looks Good On Me mobile app

Employer: Business owner – www.looksgoodonme.com

What you liked about Hertfordshire Business School?

I really liked how the Business School prepared me to do my independent research and stand on my own feet while I was still studying. Having started my own business, I know that its success is dependent on how well I know my target audience, the industry and the opportunities around it.

I think that if anyone is planning to go the entrepreneurial route, the earlier they start exploring their opportunities, the better. At the university you still have the safety net of being a student and you can get the necessary help from lecturers and mentors – make sure to take advantage of it!

What do you do in your job?

Everything! If you want to start your own business you have to be comfortable with multi-tasking. My responsibilities involve planning the strategic direction of our business, hiring people, creating marketing campaigns, taking care of social media and advertising, managing our finances and accounts, applying for trademarks and much more.

As we grow and get funding we can slowly start to hire other people and delegating some of our tasks, however it's always easier and cheaper to be a lean start-up to begin with.

Whom you would like to connect with in the Alumni Network?

I would like to connect with anyone who is currently working in Digital Marketing, Fashion or Publishing

Contact Details


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 Hertfordshire Business School Alumni Network

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Please email hbsalumni@herts.ac.uk if you have any candidate(s) for Alumnus of the week

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