

# Becky Bridgewater

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## *Personal Profile*

I am currently studying a BA (Honors) in Fashion Retail Management, developing and improving my knowledge of the retail environment and processes. In the past I have also studied fashion design and history so I have knowledge in many areas in this field. I have had to work under pressure in a very busy environment which has developed my customer service and communication skills, and has made me more confident and gave me relevant experience towards a future career.

## *Employment Experience*

*Claire's Accessories, Buyers Admin, Head Office - Work Experience – February – March 2009*

*Also May 2010 - Present*

For six weeks I worked as a buyer's admin assistant at Claire's Accessories head office. This is a career I aspire to after university.

- ∞ my knowledge and understanding on excel
- ∞ Using Penine
- ∞ Communication skills – meeting with suppliers and contacted them via e-mail
- ∞ Worked on my team-working skills – meetings/ working with the buying and merchandising team for the fashion jewellery department.
- ∞ Gaining knowledge on the buying cycle with hands on experience
- ∞ Taking part in supplier meetings and negotiation
- ∞ I learnt how to/ where to source new products and put together in trip pack – this included market research on both the internet and competition shopping
- ∞ Everyday tasks also included:
- ∞ Responsible for best and worst seller board preparation before meetings
- ∞ Chasing up orders, approvals and contacting suppliers
- ∞ Sorting through samples for buyers
- ∞ Store visits and market research

*Stead & Simpson Sales assistant, Merry Hill, Brierley Hill – September 2006 – March 2008*

- ∞ **Good Customer Service/ Communication Skills-** I have excellent communication a skill with customers and colleagues, this job has made me more confident. I have also had to contact other stores and colleagues further developing my communication skills.
- ∞ **Team Work** – I have been involved in team – building exercises and competitions in and out of store
- ∞ **Merchandising / Shop Layout** - I have been involved in stock fill ups, merchandising displays and shop layout following guidelines
- ∞ **Handling Cash** – I have been responsible and trusted with handling cash and helping in the cashing up procedure.

*Oasis, Sales Assistant, Merry Hill, Brierley Hill – August 2008 – October 2009*

- ∞ Styling customers and mannequins –by talking to customers and helping them get the look they want
- ∞ Visual merchandising – dressing mannequins and helping with store layout , using the booklet sent from head office to guide me when creating the displays
- ∞ Excellent communication with customers
- ∞ Handling cash and helping with cashing up and closing store
- ∞ Able to sell add on products and store cards

*Clark's, Sales Assistant – Merry Hill –June 2009 – September 2009 & Halesowen - July 2008 – August 2008*

Over the summer period I have worked here as a temp. This involved working under a lot of pressure during the back to school busy time. I was able to keep my add on sales achievement consistent throughout the busy period. I was also able to communicate very easily with both parents and children.

My time as a temp finished here on the 12<sup>th</sup> September 2008. I have been told I achieved an excellent standard of service and will be kept on, and work whenever I am needed.

### *Jane Norman, Supervisor, Merry Hill – November 2009 – May 2010*

I am now working at Jane Norman as a part time supervisor; this holds a lot more responsibility than my previous jobs. My daily tasks include;

- ∞ Opening and closing the store
- ∞ Cashing up/ Banking/ Cash handover
- ∞ Leading and motivating a team
- ∞ Visual merchandising
- ∞ Signing for deliveries

### *Current Education –*

#### *Fashion Retail Management Birmingham City University September 2007 – June 2010*

- ∞ For every project I use **researching and analyzing skills** by putting together a research file which is fully evaluated and I also put together a **power point presentation** to an audience, evaluating what I have done.
- ∞ From completing a **visual merchandising project for Harvey Nichols**, this involved **researching** into themes, **designing** the windows, **marketing** and **promoting** the store. To then present the ideas we designed them on **Photoshop**. I have also completed a number of projects from designing a recycled accessory to looking into designers marketing strategies. This involved **promotion, shop layout** and **marketing**, looking at price place etc.
- ∞ I have undertaken a **buying and forecasting** project looking at H&M, **predicting and buying** a range for spring/summer 2008. I have also looked into designing my own fragrance for 2010, **predicting** trends etc.
- ∞ I have recently finished a product development project on improving a very successful sports store, making it an eco friendly store, and also adding unique services including, a customization station, a relaxation area, a gym and in store personal trainers and dieticians.
- ∞ I am now concentrating on my final project, which will be looking into opening a new business. This involves **creativity, marketing, promoting**, writing a detailed **business plan, financial strategies etc.**

#### *Dresser Experience, Style in the City – Birmingham 2<sup>nd</sup> – 6<sup>th</sup> April 2008*

This developed my knowledge of a stylists working environment. I was working with a number of stylists helping put together outfits and rails. This was very challenging and stressful having to work in a chaos environment and working together as a team. I met many new people who developed my communication skills further and I gained many industry contacts from this.

#### *Dudley College of Technology – September 2005 – June 2007*

**BTEC National Diploma in Fashion & Textiles - Distinction-Merit-Merit**

This course developed my researching skills, which was then analysed and put into case studies and reports. My practical skills were also practiced throughout this course with pattern cutting, and different textiles techniques, I also have experience using industrial machinery for example sewing machines.

### *References*

Jane Sarkar – course director  
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