

# Claire Louise Carter

37 Larkspur Road, Worcester, WR5 3RU

01905 351731 (Home)

07929 507592 (Mobile)

Email: [claire\\_1388@hotmail.com](mailto:claire_1388@hotmail.com)

## Personal Profile

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I am currently studying for a BA (HONS) in Fashion Retail Management at Birmingham City University. My career aspirations are to have an important role within the fashion industry in marketing and PR combined with events management. Through this course I have gained skills in communicating through presentations, written reports and extensive research files. It has also enabled me to manage my time effectively and productively.

## Education

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### **BA (HONS) Fashion Retail Management**

**2007 –**

Birmingham City University, Corporation St, Birmingham, B4 7DX

This course is focussed on the business side of fashion and retail but still enables students to be creative in various projects. Modules covered are:

- **Buying and Merchandising** – I produced a range plan for Spring Summer 2009 for both a high street and independent retailer and made comparisons between them using PowerPoint presentations and report writing
- **Marketing** – Looking at the 7P's of marketing, I analysed the marketing strategies of Christopher Kane by carrying out extensive research and commenting on how he could improve and expand his name
- **Trends and Forecasting** – For Autumn/Winter 2008/2009, using trends that I predicted and developed, I designed and created a perfume, using Photoshop, inspired by the need for health and wellbeing
- **Visual Merchandising** – a group project with Harvey Nichols was to design the London store window displays under the title of 'The Magic of Men'
- **Product Development** - Inspired by London 2012, I re-branded a sports retailer to become more sustainable for the future, looking at how shopping habits will change in the future by carrying out questionnaires

As a result of completing these various projects I have been able to communicate with others during team projects in a variety of different ways in a clear and structured manner. I have been able to manage my time by using charts and checklists.

### **ND Foundation Studies in Art & Design**

**2006 – 2007**

Worcester College of Technology, School of Art & Design, Worcester

I specialised in Fashion & Textiles on this course and used my creative flair to exhibit my final garments in a fashion show.

### **A Level's**

**2004 – 2006**

Worcester Sixth Form College, Spetchley Road, Worcester

Studying English helped me to communicate effectively in a written manner and establish the foundations of how speech is put together. 3 A Level's B to C in English Language, Media Studies and Textiles.

### **GCSE's**

**1999 – 2004**

Chantry High School, Martley, Worcester, Worcestershire, WR6 6QA

9 GCSE's A to C. English Literature (A) Textiles (A) Art (A)

## Work Experience and Employment

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### **Hennes and Mauritz, Sales Assistant**

**2008 - Current**

Cathedral Plaza, Worcester, WR1 2QE

The role of a sales assistant at H&M is a varied and challenging role that allows you to express your personality and use your creativity on a regular basis. I have many tasks in my job role:

- Recording and monitoring deliveries and stock replenishment
- Floating and Cashing up tills
- Communication with Citynet security via radio
- Input into visual merchandising

I regularly apply my knowledge of fashion gained through my degree course and use it in a working environment.

### **FLY 53, Work Placement**

**6 Weeks from February 2009**

FLY 53, Sabotage Ltd, Lowesmoor Wharf, Lowesmoor, Worcester, WR1 2RS

During my 6 weeks at FLY I had many different job roles including:

- Helping the product development team with product samples and testing
- Assisting on three photo shoots
- Creating mood boards and researching trends for the womenswear department
- Many different admin responsibilities including updating stockists and daily maintenance of the website

This placement enabled me to be in a working environment on a daily basis and study the industry in detail.

### **King Charles Restaurant, Waitress**

**2005 - Current**

King Charles Restaurant, 29 New Street, Worcester, WR1 2DP

As one of the longest serving members of staff at this restaurant, I am a valuable member of the team. My main responsibilities include:

- Taking orders and general up keep of the restaurant
- Ordering stock and maintaining the bar
- Handling cash and adding bills.
- Ensuring customer satisfaction at all times

This job has helped me to delegate effectively and become a much more confident communicator.

## Other skills and Achievements

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- IT literate. I am able to use a variety of word processing and desktop publishing software programmes such as Illustrator, Photoshop, Word, Excel and PowerPoint.
- I hold a full, clean UK driving licence.
- I speak German to a good standard and have some knowledge of French and Italian

## Referees

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Jane Sarkar  
Birmingham City University  
Corporation Street  
Birmingham  
B4 7DX  
Tel: 0121 331 5814

Zoe Croton  
Hennes and Mauritz  
Cathedral Plaza  
Worcester  
WR1 2QE  
Tel: 01905 730960