

Eryn Reed

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Personal Profile:

I am currently studying BA (Hons) Fashion Retail Management at Birmingham City University. I aim to achieve a career in this field, preferably as a merchandiser. I am confident in mathematics and feel I am suited to this position because of this. I have gained excellent organisational skills reaching deadlines when handing in work. I have good knowledge of the industry due to our University modules, which require extensive research into areas such as Buying and Merchandising and Fashion Forecasting. I am an excellent team player, doing group presentations for Product Development and teamwork with the Ranger guides has proven I can work well as a team.

Work experience:

- Merchandiser for Claire's Accessories European Office, Birmingham; April.09 for three weeks

This experience allowed an insight into the roll I wish to pursue in the future.

Tasks included data handling, ordering stock, monitoring sales and distribution and putting trend packs together.

My math skills assisted me greatly during this experience.

- Visual Merchandising for GAP, Birmingham; April.09 for one week

During this work experience I assisted the visual merchandiser during many tasks.

I performed a stock take, re-dressed mannequins and changed visual displays.

You must follow merchandising instructions closely as all stores must look the same.

- Dresser for "Style in the City", Birmingham; April.08 for one day

We were required to assist the models during outfit changes and ensure they were 100% ready on time.

You had to be organised and be able to work under pressure, which are useful skills to practice.

- Dresser for 'Vauxhall Tigra' fashion event in Birmingham; April.08 for one day

These experiences help with your organisation skills and the ability to work under pressure while keeping to a tight time scale.

Education:

- BA (Hons) Fashion Retail Management, Birmingham City University; September 07 – June 10
Modules include: – Marketing, Buying and Merchandising, Visual Merchandising, Product Development, Events Management, Trends Forecasting and Innovation and Entrepreneurship.

- BTEC National Diploma, Foundation Studies (Art and Design), Stafford College, September 06 – June 07

Achieving a PASS grade.

- A Levels, Aelfgar Sixth form College, Rugeley; September 04 – June 06

Drama and Theatre Studies, C; Psychology, C; Art and Design, D; General Studies, E
AS Level, Business Studies, D

- GCSE, Hagley Park Sports College, Rugeley; September 99 – June 04

Achieving 11 A–C Grades.

Science Double Award, AA; Mathematics, B; Statistics, B; English Literature, B; English Language, B

Employment:

- Optical Assistant, Lancaster and Thorpe Opticians, Rugeley; Jul. 08 – present

Spectacles are becoming more and more influenced by fashion and trends and I thoroughly enjoy the role I am now in.

Here Customer service is a main priority and I am responsible for advising customers on frame styles, as well as meeting other customer demands.

I also play an active part in the stores visual merchandising, arranging the displays and other promotional media. I recently sourced a podium for the store, allowing stock to be promoted effectively.

This role also involves customer service training, organisation training and visual merchandising training over two stages. I passed this training in September 2009.

- Assistant Front of House Manager, Brocton Hall Golf Club; Jan. 08 – Apr. 08

I chose to move to a role with more responsibilities, where I was able to develop my skills further in a managerial role.

I had responsibility for the waiting staff and had to ensure they were doing their jobs to the highest standard, we all worked well as a team.

I have excellent organisational skills. Having to prepare the rooms for the many functions we hosted required a lot of organisation as well as organising the waiting staff.

- Waitress/Barmaid, Papas Restaurant, Rugeley; Nov.06 – Jan. 08

Here I received ABV Catering Training to ensure I was doing the best job possible.

- Waitress/Barmaid/Assistant Manager; the Horns Inn, Slitting Mill Rugeley; Feb.04 – Nov.06

At the age of 18 I was trained as a Barmaid.

Shortly after this period I became Assistant Manager.

I had a lot of responsibility, cashing off the tills and locking up and ensuring the waiting staffs were fulfilling their job roles correctly. This amount of responsibility required a lot of organisation.

Personal Achievements:

I am a Ranger Guide and have been a part of the Girl Guide association since the age of five, achieving my Baden Powell award, the highest achievement in Guiding, along the way.

Being a part of this movement has provided me with many skills.

I attended a trip to Mexico in July 2007. It took two years worth of organising and fundraising, things we often have to do as Ranger Guides.

We visited a World Guide Centre and worked with the young, underprivileged children, providing them with fun interesting afternoons. We had to work as a team on many occasions when organising and whilst out there.

During my time at College and University I have developed my computer skills.

I am confident with PowerPoint, as we are required to present our research this way as part of our modules. Due to this I am confident in presenting my work.

Excel has been a valuable tool for producing gant charts and managing my time effectively.

For more visual modules, including Fashion Forecasting and Visual Studies, we have been using Photoshop and Illustrator.

Through using these programmes I have created logos, packaging concepts and perfume bottles.

References

Jane Sarkar
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Stephen Potter