

HANNAH LAYLA FRYER

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PERSONAL PROFILE

I am a self motivated, reliable, organized and sociable person who enjoys working with people. I work hard and deliver more than is expected of me. I am currently studying BA (Honours) Fashion Retail Management which enables me to combine my interest in fashion with business and management skills. The course is designed to widen opportunities for students wishing to combine creative fashion design ability with business and management skills.

WORK EXPERIENCE

PALLADIO PR

Palladio PR, Arch 210, Newnham Terrace, Hercules Road, London, SE1 7DR . February 2009 – March 2009

- Provide prices for products featured in magazines.
- Create collections of clothing and accessories suitable for send outs for specific photo shoots.
- Log all clothing and accessories sent out and received on spreadsheets.
- Write press leases for new collections.
- Write press loans for all items sent out.
- Liaise with buyers, stylists and photographers and provide information on collections.
- Met many celebrities and worked with big name brands.

EMPLOYMENT

BRADLEY'S FINE JEWELLERS – ASSISTANT MANAGER.

Bradley's, High Street, Marlow, Buckinghamshire. June 2009 – December 2009

- Open and close shop (key holder)
- Stock takes
- Order new stock
- Display stock (Windows and Cabinets)
- Sold many large name brands but with a focus to Pandora and Links of London.
- Manually calculate staff hours and arrange rota.
- Take repairs for watches and jewellery.
- Liaise with customers, buyers and representatives.

DREAMS PLC – TIME AND ATTENDANCE ASSISTANT

Dreams Plc, Knaves Beech, High Wycombe, Buckinghamshire. November 2006 – February 2007

- Contact all stores in the morning to ensure they were open.
- Ensure all stores were fully staffed using an electronic swipe card system.
- Manually calculate individual staff hours worked.
- Assist the pay roll department in calculating wages.
- Record all holiday and sickness taken by staff.

DREAMS PLC – PERSONNEL ASSISTANT

Dreams Plc, Knaves Beech, High Wycombe, Buckinghamshire. September 2006 – November 2006

- Read and screen all CVs received for available jobs.
- Record and hold CVs in spreadsheets for future jobs.
- Assist with interviews by taking initial information from applicants.
- Give job offers and declines by calling the applicant or in writing.

EDUCATION

FASHION RETAIL MANAGEMENT – BA (HONOURS)

Birmingham City University, Attended 2007-Present

MODULES:

Buying and Merchandising: Accumulated extensive knowledge about the buying and merchandising techniques for a small independent retailer and a high street store, research shown through a PowerPoint presentation/report/research file/concept boards/two reports, created a range of eight garments for each retailer presented through concept boards

Marketing: Looked into the marketing techniques for Paul Smith and presented my findings through a research file/PowerPoint presentation/report, contacted Paul Smith head offices/spoke to in store staff to get information

Fashion Forecasting: Predicting future trends for 2010 by looking at political, environmental, social, technological, economy, religious factors. Developing an idea for a new fragrance to be released in 2010 shown through a PowerPoint presentation/research file/report/concept boards

Visual Merchandising: Worked alongside Harvey Nichols to create a set of five windows for the London store, and 1 window for the Birmingham store. As a group we created prototype window boxes, a pitch to Harvey Nichols to present our ideas and individual mood boards relating to each window idea.

Event Management: Worked in a team with Harvey Nichols to raise money for Birmingham City Children's Hospital Kidney Appeal. A night of discounted shopping, cocktails and raffles was held in Harvey Nichols, The Mailbox. More than £2,000 was raised.

Dissertation: My dissertation focused on the introduction of Fair Trade gold and charm bracelets. My research was demonstrated through PowerPoint presentations, Research Files, Business Plan, Market Research Report and a Creative Report.

A LEVELS

Sir William Borlase's Grammar School, Marlow, Buckinghamshire. Attended 2004 – 2006

A Levels;

Fine Art – C, English Literature - C, Psychology - B

GCSES

Kettlethorpe High School, Wakefield, West Yorkshire. Attended 1999 – 2004

13 GCSEs; Grades A* - C

Art and Design – A*, Resistant Materials –A*, English Literature – A, Mathematics – B

FURTHER SKILLS

- Travelled over land through India, Singapore, Malaysia, Thailand, Myanmar, Cambodia and Vietnam between sixth form and university.
- Hold a clean UK drivers license.

REFEREE

Course director: Jane Sarkar

Address: Birmingham City University, Corporation Street, Birmingham, B4 7DX

Telephone: 0121 331 5814

Owner of Bradley's Fine Jewelers: Peter Bradley

Address: Bradley's Fine Jewelers, High Street, Marlow, Buckinghamshire

Telephone: 07771993878