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Rebecca Day

Profile

I am currently in my final year at Birmingham City University studying BA (Hons) Fashion Retail Management. I have completed many modules throughout my course and these have given me vital skills that can be used within the fashion industry. I would like to pursue a career in Fashion Public Relations or Fashion Marketing.

Education

2007– Present

BA (Hons) Fashion Retail Management Birmingham City University

Modules studied:

Fashion Marketing: An individual project which involved looking into the marketing processes of a designer. This module was assessed through a research file, a verbal presentation and a report.

Fashion Trend Forecasting: An individual project which involved looking into the trends for 2010 from media sources to create a perfume concept. The module was assessed through a research file, 3 CAD created boards, a verbal presentation and a report.

Human Resource Management: A small module which involved looking into the role of Human Resource Management within an organisation. The module was assessed through a report.

Event Management: During this module, we worked as a group with Harvey Nichols in Birmingham to create an event to raise money for Birmingham Children's Hospital. My role within the group was to liaise with the events manager at Harvey Nichols and deal with email and telephone communication. We raised over £1000 for the charity and held a successful event. The module was assessed through a research file, presentation and the actual event held.

Final Major Project (Next Bridal): Throughout my final year I have been creating a new bridal concept to be launched within the high street brand of Next. The aim of my project is to take their existing occasionwear range and launch the line within the store environment whilst incorporating existing services and introducing new ones. I have been using constant industry contact to substantiate my concept and using various consumer research methods to gain relevant quantitative and qualitative data.

Harlington Upper School, Bedfordshire

2001– 2006

A Levels:

Business Studies
English Literature
Music

GCSE's:

11 GCSE's A– C:

English Language: B
English Literature: B
Maths: C

Employment

Next Retail PLC- Fashion Retail (Interchange Retail Park, Bedford) Merit Sales Consultant

2006– Present

I work in all areas of the store from being sales consultant and senior cashier on the shop floor, a member of the replenishment team and a stockroom assistant.

I am fully trained in all aspects of till service, replenishment and stock management systems and am active in visual merchandising. As a senior cashier my role is to manage the till point effectively and train new members of staff on how to use the till.

I have received two commendations for my levels of customer service whilst working at the store.

My key skills are:

Customer Service: Through serving and advising customers I have excellent interpersonal skills. Through advising customers on outfit choices I am confident within outfit building.

Visual Merchandising: Through coordinating phase changes within the store I have a good knowledge of how to visually merchandise ranges effectively.

Stock Replenishment: I have an in depth knowledge of how the replenishment and stock management system operated within the store. By working as part of the replenishment team I have been able to gain a good knowledge of how the replenishment and stock management teams operated within the store.

Bedfordshire County Council Student Awards Department

June 2008- September 2008

Throughout the summer I worked for my local constituency County Council in a clerical role for the Student Awards Department.

I was employed as an administrative assistant and my responsibilities involved entering data, processing post and filing loan documents.

Work Experience

Stephanie Churchill PR, London

March-April 2009

As part of my university degree course, I undertook a six week work placement with a successful fashion PR company in London. My responsibilities included liaising with fashion magazines and TV companies to fulfil their requirements for features, obtaining quotations for designers regarding advertising and general data basing of products.

Areas I worked within during my placement:

Still life photo shoot: During my placement I attended a still life photo shoot and the Pack Shot Factory. Through this experience I gained knowledge of image photography and editing.

Graduate Fashion Week: Throughout my placement at Stephanie Churchill, I had a strong input within the advertising of graduate fashion week. I organised for adverts and editorials to be placed within several London magazines to advertise the event and liaised with River Island in the judging of many of the categories for awards.

Skills

Good computer skills: I am able to confidently use Microsoft Word, Microsoft Excel, Microsoft PowerPoint, Photoshop and Illustrator.

Interests

2004- 2006: Member of the National Youth Jazz Orchestra and Bedfordshire Youth Concert Band:

Through these ensembles I travelled to many countries across Europe.

References

Jane Sarkar (Course Director)
Birmingham Institute of Art and Design
Birmingham City University
Corporation Street
Birmingham

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