

PROFILE

I am currently studying BA (Hons) Fashion Retail Management at Birmingham City University close to graduation. I have developed written and verbal **Microsoft PowerPoint** presentation skills and the ability to work individually or within a group. I have learnt to use creative skills in programmes such as **Adobe Photoshop CS2** and **Adobe Illustrator**. I can confidently use the buying programme **Mercatus**. All these skills will assist in pursuing a career in the fashion buying industry. My Dissertation was focused on Public Relations and Fashion Events, with a buying element, as clothing needed to be sourced for a fashion show I created.

PROFESSIONAL RELATED BUYING EXPERIENCE

DCK Concessions – Buyers Admin Assistant Experience, Billericay, Essex: 9th February 2009 – 13th March 2009

- Raised/Sent orders using Mercatus and Microsoft Outlook for **Matalan jewellery**, **Boots jewellery** and **Freedom**.
- Approved orders and scanned Trend packs for **Freedom**, strengthening my knowledge of trends.
- Created 'Markdown', 'Top 50 Profit' and 'New reaction' boards – ready for meetings.
- Unpacked/checked samples and rearranged stock sample cupboards for **Diva and Matalan jewellery**.
- Attended weekly buying meetings and was present at a supplier visit and learnt about lead times and the critical path.
- Shadowed an Assistant Buyer for **Dorothy Perkins jewellery**.
- Sent ticket files to suppliers using email.

EDUCATION AND QUALIFICATIONS

Birmingham City University - BA (Hons) Fashion Retail Management – 2007 – 2010

Modules completed to date:

- **Dissertation** was inspired by three elements, fashion, charity and the environment. The need to help others whilst saving the environment in terms of global warming and climate change was shown in my Dissertation. My business idea was to launch a series of fashion events, including a fashion show, to be held at The Clothes Show Live in order to raise awareness for St Basils, a Birmingham based homeless charity. Unwanted clothing will be donated by attendees and given to St Basils to give to the homeless, avoiding the clothing being disposed of negatively in the form of landfilling and incineration releasing carbon dioxide. Contact with industry had to be made, with House of Fraser and other retailers in terms of sourcing clothing for the fashion show, as well as Haymarket Exhibitions Ltd concerning The Clothes Show Live.
- **Buying and Merchandising** two ranges were created, one for an independent retailer (A'Bientôt) and one for a high street retailer (Topshop). Each range had eight items, so that comparisons and contrasts could be made between the two retailers' buying systems. Consumer, brand and trend awareness had to be identified. The ranges were presented on an A2 board along with a PowerPoint Presentation, essay and a research file.
- **Events Management** to help raise money for Birmingham City Children's Hospital. A fashion show was created and held in House of Fraser, Birmingham; £407 was raised from the event organised.
- **Lifestyle, Trends and Fashion Forecasting** a perfume bottle and packaging were forecasted in relation to the trends for 2010. Knowledge of trends and lifestyle were key elements in forecasting. Research into politics, environment, technology, economics, religion and social and cultural aspects helped to develop and forecast the perfume bottle and packaging. The final piece was developed using Photoshop.
- **Visual Merchandising** six window displays were designed for Harvey Nichols and then presented to two of the Birmingham store Visual Merchandisers. A theme was chosen, magic and illusion and menswear was the focus. All window designs had to be consistent and link to tell a story. The store itself had to be considered when thinking about the theme. Research was presented using a PowerPoint presentation and sample models were displayed.
- **Product Development** Sports World in The Bullring, Birmingham, was re-branded to improve the store in terms of, visual merchandising, store layout, becoming eco-friendly and in terms of sustainability. With the 2012 Olympics approaching the store had to relate to the upcoming event to promote well-being and being healthy. Industry and consumer contact was vital. Gained brand and consumer awareness. Final ideas were presented through an essay and PowerPoint presentation.
- **Marketing** researching a designer (Moschino) and industry contact made in order to understand the marketing mix and its concepts. Information was presented by a PowerPoint Presentation, essay and a research file.

King Solomon High School. London: 2000 – 2007

- A-Levels in Product Design, Health and Social Care, Sociology. AS-Level in ICT (Information and Communication Technology)
- 10 GCSE grades A*-C including Religious Studies (A*), Child Development (A*), Textiles (A), English and Mathematics.

EMPLOYMENT

A'Bientôt – General Assistant, Selly Oak, Birmingham: November 2008 – February 2009

- Assisted the owner of the Boutique with the layout of the store. Duties included:
- Moved stock around the shop floor.
- Organised and rearranged the jewellery/bags displayed in glass cabinets/shelves.
- Interacted with customers when they entered the Boutique.
- Helped customers when they needed assistance.

Nadia LaLa, The Clothes Show Live – Sales Assistant, N.E.C, Birmingham 6th, 7th and 10th December 2008

- Encouraged people to come to the stand in a polite manner.
- Interacted with people to encourage sales.
- Cash handling, ensured that customers were given the correct change.
- Promoted Nadia LaLa's products positively, handing out leaflets.
- Helped with visual merchandising for the stall.

Sainsbury's Supermarkets Ltd – Check-out Assistant, Newbury Park, Essex: March 2007- August 2007

- Cash handling money, ensuring that customers were given the correct change.
- Responsible for the till in use, ensured the till was secure at all times, especially when the shift was over. A flight was done on the till, which meant sending the money up to the cash office.
- Communicating with customers was crucial, therefore, tried to strike up conversations with customers to make them feel welcome.

Eunice Denny, Fashion Live – Assistant Runner for Fashion Event, Romford, Essex: November 2006

- Responsible for collecting and keeping various fashion items from well known stores secure during fashion show.
- Also had to return fashion goods, whilst maintaining their original condition, to the appropriate stores such as Monsoon, USC, River Island, New Look and Debenhams.

OTHER SKILLS

- Through the degree course **BA (Hons) Fashion Retail Management** valuable skills have been learnt in a short space of time to help progress to a career in fashion. Information Technology (IT) skills have been acquired and developed. Proficient in the use of programmes such as **Adobe Photoshop CS2** and **Adobe Illustrator**, which has improved personal creative skills. Able to confidently deliver a clear presentation using **Microsoft PowerPoint** to a large audience, sometimes using concept and mood boards, developing further creative skills. Capable of constructing case studies and reports using professional language. Modules have required industry contact, good communication skills allowed networking and contact between different companies in order to find out key information.
- Able to confidently use **Mercatus** – the Buying programme.
- Completed modules show ability to work part of a team, as well as individually.
- A full, clean driver's licence.
- Won first prize in a 'design a T-shirt' competition sponsored by Debenhams and run by a major television channel, The Disney Channel. The T-shirt had to reflect the personality of one of the channel's presenters.
- Subscribe to WGSN and receive email newsletters from retailers like Topshop, as well as Drapers and Net-a-porter.

REFEREES

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