

EDUCATION

Nottingham University *September 2001 to June 2005*
BA Honours in Fashion Marketing and Communication, 2:1

Newcastle College of Art and Design *Summer 2001*
Foundation Course in Fashion and Textiles, Distinction

Polam Hall Ladies School, Darlington *September 1994 to June 2001*
'A' LEVEL
English Literature (A), Art (B), Theatre Studies (C)

GCSE

Art (A*), English Literature (A), English Language (A), Drama (A), Double Award
Science (BB), Mathematics (B), Religious Education (B), Geography (B), History (B)

EMPLOYMENT

Club 21 (Emporio Armani), Knightsbridge, London *September 2005 to July 2007*

An international fashion retail importer focussing on the luxury brand market

Assistant Buyer and Merchandiser: Emporio Armani Ladies wear and Luella Bartley

- Liaising with distribution to determine current and future buying strategy.

Case Study – Spring '06 Buy – Armani Jeans - led meetings with the distribution team following the main Milan buy to highlight any shortfalls in specific lines. Assessed collection on a category-by-category basis and ensured that the stock portfolio in all departments was varied and appealing enough to meet consumer needs.

- Ready to wear and accessories buy for new store

Case study – Luella Bartley buy, London store opening – independent selection of a ready to wear and accessories collection according to company pre-buy analysis guidelines. Selection was based on recent trends and to communicate Luella Bartley's design credibility to the consumer market. Managed the completion of the Buy, maintained constant contact with a Luella Bartley representative and ensured all deadlines were met.

- Monitoring group sales and executing inter-branch transfers: Analysing individual store sales at six UK retail outlets and initiating stock transfers to maximise company profitability
- Managing the stock portfolio: Overseeing stock deliveries and proactively ensuring a timely supply chain demanding discounts where appropriate.
- Conducting pre-buy analysis and budgeting: Interpreting past budgets and seasonal sell through figures to produce accurate budget forecast.
- Recent promotion to overall responsibility for accessories: First point of contact for suppliers of perfume and sunglasses, and full management of all related aspects through to final sale.

Graduate Recruitment Bureau, 4 Clifton Mews, Clifton Hill, Brighton BN1 3HR
T: 01273 325775 F: 01273 325003 www.grb.uk.com

- IT systems: Collating and coding current buy data and maintaining the accuracy of the live database.
- Training: Constructing trend packages for in-house coaching, and personally conducting 'slow sell' product training for the retail outlets.

Wilkinson's Ltd, North Yorkshire *January 2004 – September 2005 (ongoing throughout university)*

An Independent specialist events and catering company

Events Co-ordinator

- Performance Objectives: liaising with potential clients, location sourcing, negotiating expenses and upholding excellent relationships with suppliers.
- Party Planning: organising and co-ordinating all aspects of a specific events including, marquee hire, table layout, décor, flowers, menu, invitations, music, lighting and staff.
- Personal attributes: constant excellent time management, specific and meticulous attention to detail, managerial qualities and upholding trustworthy relations with clientele, employees and suppliers.

Harvey Nichols, London

Summer 2005

Following the completion of my degree I secured an internship with the Marketing Department of Selfridges. My duties included liaising with magazines, organising company events, co-ordinating in-store promotions, and work shadowing senior members of the team.

ACHIEVEMENTS AND INTERESTS

Qualified Ski Instructor: Completed ski season in Val Thorens, France. Gained European professional licence to teach to advanced level.

Duke of Edinburgh Awards Scheme: Completed a programme of voluntary service, skills development, sport, and orienteering to gain the Gold Award.

Head Girl (Polam Hall Girls School, 2000 – 2001): Principal student teacher liaison. Organised inter-school programme of activities, including charitable fundraisers, sports days, and social events.

Five Months World Travel, July 2007 – December 2007: Independent travel through North America, New Zealand, Australia, Singapore, Thailand and China.

SKILLS AND APTITUDES

I.T.: Highly proficient with industry standard software packages including Microsoft Word, Excel, Powerpoint, Lotus, and Access.

Graduate Recruitment Bureau, 4 Clifton Mews, Clifton Hill, Brighton BN1 3HR
T: 01273 325775 F: 01273 325003 www.grb.uk.com