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## ABOUT ME

Fashion Business and Promotion graduate, with over 2 years experience working within the Fashion Retail industry and good understanding of the market. Seeking entry level opportunity within the buying sector. Interested in sustainability and ethical practices in fashion which were the focus of my final year projects. Skilled in the Adobe Creative Software such as Adobe Indesign, Adobe XD and Adobe Illustrator.

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## EDUCATION

### **BA(Hons) Fashion Business & Promotion**

Birmingham City University / 2015 - 2018

#### **Buying & Merchandising**

- planning the critical path and lead times, prices and profit margins
- designed a range of men's trousers for the Spring/Summer 2017 collection for Whistles, using Adobe Illustrator
- understanding the aesthetic and philosophy of the brand as well as its consumers
- researching the catwalk styles, streetsyle, key shapes, materials and colour palettes
- studying the trends and influences for that season

#### **Dissertation**

- doing an in depth study into how sustainability has changed the fashion industry and consumer behaviour over the past 5 years
- conducting both primary and secondary research
- make recommendations for the future of sustainability within the fashion industry which ultimately led to the Final Major Project concept

#### **Final Major Project**

- Creating my own business - Virtue - an online fashion retailer for sustainable clothing, accessories and beauty
- Putting together the Business plan, considering the market, consumers, competitors, financials and future growth
- Using mock ups created in Photoshop, XD and Illustrator to showcase the concept
- Collaborating with an industry professional for the logo

#### **Digital branding, Marketing & PR**

- created a 12 month marketing campaign for Ted Baker, presented onto mood boards and created in Adobe Indesign
- understanding of the brand's marketing mix, brand identity and consumer
- budgeting

#### **Events Management**

- worked as a team with 8 other students to raise money and organise a charitable event in aid of St Basil's charity
- as Event Manager I had to make sure the team was on the right track when it came to timing, budget and sponsorships as well as promoting the event
- adapting to unpredictable events on the night and directing the team

#### **Visual Merchandising**

- worked as a team with 4 other students to create a visual merchandising concept for Selfridges Birmingham, working with a brief given by the company.
- building the campaign around sustainability and an environmental issue
- researching key drivers, trends and consumer habits and desires
- using mock ups made in SketchUp to demonstrate visually the final concept

## EMPLOYMENT

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### Tommy Hilfiger Birmingham - Sales Assistant / Brand specialist May 2016 - Present

- Specialist in the womenswear department
- Strong knowledge of the premium, fast paced fashion retail scene and business operations
- Meeting and exceeding every customer's expectations by delivering personalised service
- Responsible for stock control and stockfiles
- Training new team members
- Responsible for the concession and the team when the management team is not present
- Using the company's visual guideline when displaying stock and keeping in touch with the Tommy Hilfiger Visual Merchandising team on a weekly basis
- Opening and closing the till

## PLACEMENTS

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### Tommy Hilfiger - Birmingham / December 2016

- Worked with the PVH Visual Merchandisers to launch a new campaign in store
- Understanding P&L and implementing changes to maximise profit
- SAP trained - Live system based in Amsterdam which PVH uses for stock control
- Payroll and rotas

### Traveller Clothing Store - East Midlands Airport / December 2016

- Launching a new season styles and moving stock
- Working with the store manager and the area manager to ensure the brand identity is carried through

### Frock on Vintage - Birmingham / June 2016

- Assisting the owner of the brand and the photographer in shooting for the new website
- Styling the model
- Taking photographs

## SKILLS

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Adobe Software ● ● ● ● ○

Microsoft Software ● ● ● ● ○

Project planning ● ● ● ● ●

Communication ● ● ● ● ●

Problem solving ● ● ● ● ○

Creativity ● ● ● ● ●

Fast learner ● ● ● ● ○

Romanian ● ● ● ● ●

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## References

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