

CHARNICE BLAIZE

SKILLS:

Photoshop		After Effects	
Indesign		Windows	
Illustrator		Data Entry	
Premier Pro		Excel	
Mac OS		Customer Service	
Office		Creativity	

SOCIAL MEDIA:

	Charnice Blaize
	@BlaizeBusiness
	Charnice_
	Charnice Blaize
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MY BUSINESS:

www.blaized-uk.com

Self-driven, creative and passionate about everything I do. A graduate from Birmingham City University, a young entrepreneur and enthusiastic about life's opportunities, I am ready to face new job opportunities, new challenges and to tackle them all to my best ability.

EDUCATION 2014-17:

Graduate from BA (Hons) Fashion Business and Promotion, Birmingham City University

Dissertation

- Researched into whether urban culture is 'An Honest Reality or Violence and Criminality'. -Kendrick Lamar's single 'Alright' was the academic literature that structured the dissertation
- In the process of publishing my dissertation as many audiences enjoyed the topic and creative outcome of my work.

Final Major Project

- Devising the Canvas and Formal Business Plan and Financial Forecasts for my business Blaized
- Devising the Marketing material, style guide and campaign material for Blaized
- Created an interactive magazine through implementations of augmented reality
- Designed and produced the Blaized website
- Collaborated with a range of photographers, music artists, graphic designers, clothing brands and more to achieve the overall outcome of work

Digital Marketing & Branding

- To formulate a branding, digital marketing and PR strategy for Nike form researching the brand, using SWOT analysis, identifying their consumer through market segmentation and understanding their current marketing mix and media platforms.
- Created a campaign for the brand that involved targeting an audience that had not received much attention from the brand in an innovative manner exhibited through marketing material that I produced using Photoshop and Premier Pro Adobe Programs

Events Management

- Taking on a leadership role as events director and structured the delegation of tasks
- Industry liaison and negotiation
- Scheduling tasks and time management in order to produce a successful event
- Handling crisis management in an effective and professional manner
- Financial planning and working with budgets
- Making executive decisions and directing the next move within the project to the other team members
- Handling and directing a team ensuring all members understand their tasks, and check on the progress regularly
- Documentation and organisation to remain organised throughout the process of planning the event

International Retailing

- Creating a business plan and presenting a sales pitch for Link Up TV and how they could successful expand into America.
- The idea would be for them to collaborate with World Star Hip Hop, one of the leading media outlets in the US, but in order to maintain their ethos, Link Up would be the representative of UK media news on the platform.
- The project encouraged understanding of current affairs and cultural awareness while having a business mind-set. It was important to maintain the current brand identity while marketing the expansion strategically to attract new audiences in a new market place while maintaining a successful business and generate future business opportunities.

Northampton High School, Northamptonshire (2012-2014):

AS - A Level Subjects, I studied Art, Business, Psychology and English achieving A - C Grades.

Northampton High School, Northamptonshire

Attained 11 GCSE's A*-C Grade

"Your drive and passion will be the reason for your success Charnice, I'm sure of it"

- Julia South, Lecturer

CHARNICE BLAIZE

WORK EXPERIENCE

Assistant for Tinie Tempah at Disturbing London (2016):

- Informing staff via email of meetings and important dates that they require
- Researching venue prices, flight times and prices to be booked later by the team
- Assisting with day to day tasks within the office
- Organising and filing away documents
- Contacting venues and other industry professionals on behalf of the company to organise upcoming projects and relaying important information
- Devised expense sheets and other excel documents which I updated on a daily basis
- Proofreading important documents for the company and amending where necessary
- Uploading and organising items onto the Ebay account

Siemens Enterprise

(2015): participating in marketing projects by writing material based on their products to help alongside business pitches

Fashion Buyer for Women's Outerwear at River island's Head Office, (06' and 12' 2015):

- Attended garment fittings to ensure that the fit of the sample garment was suitable for a size 12 (average UK women's size)
- Comp Shop, responsible for comparing outerwear to River Island's competitors
- Admin work including documenting new products, completing order activators and material swatches and information documents from suppliers
- Liaising with various departments and suppliers via email or meetings in order to discuss the progress of any items on order and if any necessary amendments are to be made
- Using the Critical Path to track orders and estimate arrival times and schedule launch dates with marketing department or record any delays and inform the team for date amendments to be record
- Recording additional garment detail and embellishments on Trim sheets including style of fastening, stitching detail, thread colour etc.
- Produce presentation of Fall 2016 High Fashion outerwear referring to how it would relate to the River Island Customer to presented in buying meetings

Daily Awards Runner and VIP Assistant at Graduate Fashion Week, (2016):

- Assisting industry experts around a range of university stands, where they would judge the students work, revealing an overall winner of the range of awards at the end of the day.
- Assisting VIP members around the exhibition, ensuring they were always catered for including Alex Paphitis, Vivienne Westwood, Kelly Okogwu, Alesha Dixon and many more.
- Checking in guests to the event
- Preparing students by informing them the order of the day's events and informing them when their work would be judged
- Assisting backstage when necessary with preparing the models for the show and organising the clothing rails

Management Team at Showtime 1703 Event 02 Arena Birmingham (2016):

- Preparing the artist's room's making sure that their requested beverages were provided
- Greeting the artists on arrival and directing them to their backstage room
- Regulating on the night expenditure, keeping a record of all cash in hand obtained on the night and on the door ticket sales
- Remaining professional while networking and organizing urban artists and DJ's including Giggs, Afro B, Chris Budden, Tim Westwood, Tion Wayne and many more, keeping them informed about the running of the night's events, making sure they are aware of performance times and are well accommodated at all times

AWARDS & ACHIEVEMENTS

- Owner and Director of **BLAIZED** (Blaized LTD.) www.blaized-uk.com
- Nominated for ASOS Future Talent Award at Graduate Fashion Week 2017
- Shortlisted for Entrepreneurial Student of the Year 2017 at Birmingham City University
- Selected for and completed the BESEEN Programme 2017
- Achieved Bronze, Silver, and Gold Graduate Plus Award
- Adobe Certified Associate in Visual Communication Using Adobe Photoshop 
- Student Rep for Fashion Business & Promotion
- Vice President & Secretary of Afro Caribbean Society 2015-16
- Bronze Duke of Edinburgh 2011
- Model and Dancer in 'My Runway 2016'

JOBS

Quality Assurance Assistant Nationwide Building Society, Northamptonshire (07' - 09' 2016):

- Completing admin tasks for Nationwide's PPI department by organising confidential documents to be delivered to the correct department within the building.
- Training in PPI and mortgage queries in order to process the required response to requests sent by customers
- Organising and sorting post in preparation to be scanned and directed to the required division within Nationwide.
- Executing MRT, which involves examining scanned solicitor letters and completing the required request e.g. sending out a redemption statements or a copy of the property deeds.

Retail Sales Assistant River Island Flagship Store, Birmingham Bullring and Northampton (02' 2015 - 09' 2015):

- Assisting customers by building up rapport with them, understanding their needs and advising them accordingly on products that may be suitable
- Worked alongside the stylists to create outfit builds for customers
- Handled customer's online orders, collecting the order and using the system to record when the delivery had been collected customer service,
- Experience and success in up-selling and cross-selling
- Ensuring standards of the store are maintained
- Working on the cash desk and trained on River Island's programming system
- Assisted with the men's visual merchandising in store layout

Customer Service Consultant Nationwide Building Society, Northamptonshire (2014):

- Answered inbound calls assisting customers with their banking and saving queries
- Strong experience and professional telephone manner to customers and other departments within the business
- Built relationships and rapport with customers,
- Made relevant recommendations to customers when suggesting new products or services
- Experience with handling sensitive calls and how to approach situations with a variety of customer personalities
- Obtained a lot of banking knowledge about a range of accounts, insurances and services which banks offer
- Completed admin work through customer data entry
- Made outbound calls when necessary
- Trained in taking security precautions to protect the customers' confidential information

REFERENCES:

Alison Rapsey:
Course Director
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