

**MATTHEW
DAVIS**

**Recent Graduate
of Fashion Business &
Promotion at Birmingham
City University. During this course
I have learnt an extensive amount of
Business skills and Fashion expertise and
now aiming to persue a career in
Events Management.**

**matthew_davis_9@outlook.com 07714 431 625
9 Longmynd Way, Stourport-on-Severn, DY13 0BA**

SKILLS:

**Confident
with
Adobe Crea-
tive Cloud**

**Confident
with
Microsoft
Office**

**Ability to sell
an idea or
product in a
pitch**

**Ability to
conduct
Professional
Research**

**Ability to
meet
deadlines**

**Ability to cre-
ate Industry
Standar Re-
search and
Fashion
Documents**

**Ability to
work effec-
tively as part
of a team**

**Ability to
lead a team**

EDUCATION

BA (Hons) Fashion Business & Promotion

Birmingham City University
2014-2017

Events Management (2:1)

Working as part of a group to organise a Charity Event with an initial budget of £0. My responsibilities were initially to liase with other parties and make bookings on behalf of the group, however due to the lack of work ethic in the group, I played a much larger role in this event, by assisting with Ticket Sales, Promotion, Finances, Event Liason and Product sales on the night.

This event raised over £500 for St.Basils Charity for homeless youths. The event was a Psychic evening in a 14th Century Inn.

Fashion Business Context (2:1)

Create a plan for Select Fashion to expand and develop within the current market. Carry out a SWOT analysis, taking into consideration the current market conditions and available budget.

International Retailing (2:2)

Identify, evaluate and apply methods of internationalisation to enable and promote and market the expansion of Jeffree Star Cosmetics in a Creative Online Magazine.

Dissertation (2:1)

Titled "Will men ever be able to wear High Heels without being labelled or seen as Entertainment?" This piece of Professional Research looked into the history and the decline of Gender Roles within society and looked to the future to see if there is a place for Gender non-conformity in the future. The findings were presented in a written document.

Final Major Project (Result Pending)

Following on from Dissertation, create a new and innovative business idea, then present this in the format of a Business Plan. Also create a Marketing Plan for the new product and design Website/App/Social Media visuals using Adobe InDesign. Collaborate with a Graphic Designer to create a professional Logo. Plan a 12 month financial forecast for the business. Carry out a SWOT Analysis of the new brands compared to the competitors.

ABC Level 3 Diploma Fashion Retail

Birmingham Metropolitan College (2013-2014)

A Level English/Sociology/Health & Social Care

Stourport Vith Form Centere (2008-2010)

WORK EXPERIENCE

King Henrys Taverns (Current Employer) Droitwich

Bar & Waiting Staff:

- Product Knowledge
- Up Selling
- Serving customers
- Problem Solving - dealing with customer complaints
- Training new staff
- Handling cash
- Following Health and Safety rules around handling food

Safehands Recruitment (2015 - 2017) Worcester

Relief Support Worker:

- Supporting individuals with Learning Disabilities
- Administering Medication
- Planning activities for service users
- Using skills to manipulate a situation to achieve a positive outcome
- Supporting individuals with Personal Care needs
- Maintaining a steady and calm approach to work in hostile situations
- Admin: Completing Medication Administration Records and Daily Records
- Communicating with Health Care Professionals
- Being responsible for vulnerable adults

TU Clothing (Three Week Placement - December 2015) Kidderminster

Assistant Merchandiser:

- Re-Merchandising sale stock
- Working through the Christmas period
- Working new garments into the shop floor
- Working through delivery
- Using Fashion Knowledge to assist shoppers with outfit choices

SKILLS:

Ability to stay calm during difficult situations

Excellent people skills gained from years of working with vulnerable adults with Challenging Behaviour.

Ability to think on the spot

Ability to problem solve quickly and effectively

Ability to confidently communicate in many different ways

Ability to complete paperwork

Ability to train and teach others

REFERENCES

**Alison Rapsey - Course Director
Fashion Business & Promotion
Birmingham City University
alison.rapsey@bcu.ac.uk
0121 331 5884**

**Gina Bizat - Manager
Safehands Recruitment
Worcester
ginab@safehandsrecruitment.co.uk
01905 880 200**

