

# JOANNE BOWMAN

Fashion, Business and Promotion Graduate

## Profile

Presently I am a student at Birmingham City University, working towards a BA in Fashion, Business and Promotion. I will be graduating July 23rd 2019 expecting a 2.1 level classification. I currently have a seven and a half hour per week contract as a sales assistant for Boots. I am interested in a management or marketing scheme or role. I am a hardworking and committed individual as evidenced with my employment history. In past Industry Placements I have been recognised as having strong interpersonal and communication skills and being confident with presenting research and findings. I have various digital skills and have always had a creative flare. I work well independently but also enjoy working as part of a team. A pathway in which gives me the opportunity to progress would be an advantage as I am always enthusiastic to develop and enhance my skills.

## Contact

Location: Birmingham, West Midlands

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## Work Experience

July 2013

I completed work experience at Birmingham Heartlands Hospital. I attended work-shops which included: Resuscitation, Conflict Resolution, Major incident and Customer care.

August 2016

Completed a three day placement at Opsec security UK office. Attended and contributed to client meetings, visited suppliers, assisted creative team, learnt about cultural appropriation and gained experience in database inputting.

December 2018 - March 2018

I completed throughout this period work experience within Claire's head office UK, assisting in the PR department. During my time at Claire's I dealt with Call in's, put product presentations together, gifted influencers including selection of appropriate products for each individual, updating and adding to databases and replying to emails and requests.

May 2018

Completed two weeks placement at Boots Nottingham head office in the editorial content team as a part of the marketing department. Participating and contributing in meetings, completing competitor analysis's, presenting findings and recommendations, completing social audits and assisting with the production of the Health and Beauty digimag.

## Education

Birmingham City University - September 2016 - present

BA in Fashion, Business and Promotion

Year One:

Trend Forecasting: achieved 2:1

Predicted and developed a trend based around advancements in technology using key drivers, creating visual mood boards and developing consequences.

Year One:

Buying and Merchandising: achieved 2:1

Produced a range book for AllSaints spring/summer 2018 collection, including creating a comp shop and consumer tribes. Adobe illustrator was used in order to generate flat CADS for the final design range.

Year One:

Digital Marketing: achieved 2:1

Created a marketing strategy for a chosen brand covering the four P's: price, promotion, place and product which was presented as a website using weebly. A campaign was additionally developed around the theme using Adobe Photoshop to create marketing mock ups.

Year Two:

Visual Merchandising: achieved 1:1

Established a live project working in collaboration with Selfridges to an industry set brief. Adobe Sketch up and InDesign were used in order to generate an instore visual stand, window display and a presentation about the radical luxury themed concept. My group was exclusively chosen to present our concept to the management team with Selfridges Birmingham offices.

Year Two:

Events Management: achieved Event - 1:1 Presentation - 2:1

Myself and my team ran a Live professional event raising money for the charity St Basils. Organisation of the whole event, running of the event and a presentation took place for this module. Additionally as head of finance skills within Microsoft Excel were enhanced.

Year Two:

International Retailing: achieved 1:1

Completed a formal business report planning the internationalisation of chosen brand Bath and Bodyworks to England. A reflective journal based upon the experience of writing the report was also produced.

Year Two:

Industry Placement: achieved 2:1

Completed two weeks experience at Boots head office assisting in the editorial content team in the marketing department.

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## Other Skills

Clean UK driving license  
Microsoft Excel  
Microsoft Powerpoint  
Microsoft Word  
Adobe Premier Pro  
Adobe After Effect

## Volunteering

November 2016 - February 2017

Completed voluntary work within a high end fashion boutique, Nero e Bianco. This period of volunteering then led on to securing me a permanent part time job there.

July 2016

Completed two weeks voluntary work, via Outward Bound, in South Africa. This included working with primary school children, assisting to the renovation of the schools building, cleaning the local church and providing the children with fun filled activity days.

## Personal Achievements

In 2018 achieved customer care award for my Boots store.

In 2016 completed an Outward Bound course in South Africa.

From 2001-2016 multiple awards for Dance examinations and competitions.

From 2015-2017 participated in theatre productions such as Annie at the Birmingham Hippodrome.

## References

Employment Reference:

Jugal Sharma  
Store Manager  
Boots  
Erdington, Birmingham  
B23 6SA

University Reference:

Alison Rapsey  
Course Director  
Birmingham City University  
Cardigan Street  
B4 7BD

## Education

Year Three:

Dissertation: achieved 2:1

Completed a formal but creative book based upon the millennials in the workplace. Included a proposal, appendix, primary and secondary research.

Year Three:

Competition: achieved 2:1

Produced a research report document through threads from dissertation recommendations which led to a developed concept which was pitched within a Interactive InDesign document. Looked at target consumer, market trends, features and functions, competitors, the unique selling point, SWOT and marketing P's.

Year Three:

Final Major Project: awaiting grade

Developed concept was created including business plan, marketing and finances, marketing material created, and a website developed through Adobe XD.

A Levels - August 2015 - The Arthur Terry School, Sixth Form,  
Sutton Coldfield, Birmingham

Sociology: achieved B  
Dance: achieved B  
Psychology: achieved C  
AS: Business Studies: achieved D

GCSE - August 2013 - Tamworth Enterprise College,  
Tamworth, Staffordshire

Grades A\*-B gained in ten subjects including Mathematics, English and Science.

## Employment

November 2014 - Present - Sales Assistant: Boots, Erdington, Birmingham

Initially employed as a Christmas temp and was later offered permanent hours. My role includes assisting and serving customers, operating tills, providing returns and exchanges, placing online orders, taking telephone enquiries, controlling stock and stock claims, advising on offers and products to encourage sales, ensuring my product knowledge is up to date, visual merchandising and ad-hearing to all health and safety policies. Additionally I like to ensure I am punctual and appropriately uniformed for every shift.

April 2018 - November 2018 - Sales Assistant: Next, Tamworth,  
Staffordshire

Working within the Homeware department, dealing with customers, stock control, operating tills, ordering furniture and processing home loans.

February 2017 - July 2017 - Sales Assistant: Nero e Bianco, Sutton  
Coldfield, Birmingham

Usually working alone in the store I gained confidence, used my imitative, helped with visual merchandising the store, operating tills, caring for and selling to customers, working towards targets and building relationships. Additionally within this job I assisted with a fashion show.