



HARRIET CHANDLER

Fashion Business and Promotion Graduate



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Birmingham / Lincolnshire



Full Clean Driving Licence

PROFILE

Friendly, approachable and hardworking person who is keen to expand on the skills learnt through Fashion Business and Promotion to adapt them to different industries. This was demonstrated through a Dissertation and Final Project where research focussed on the Experience Economy and Conservation in Tourism. Looking to expand my knowledge with something new, and will be dedicated to whatever needs to be done.

WORK EXPERIENCE

EDUCATION

BIRMINGHAM CITY UNIVERSITY (2017 - 2020)
BA (Hons) Fashion Business and Promotion

Lincoln Minster School (2013 - 2017)
ABB A LEVELS in
Travel and Tourism, Photography and Drama

7 A*-C GRADES inc. Maths, English and Science

William Robertson High School (2010-2013)



SKILLS

- Adobe Indesign
- Adobe Illustrator
- Adobe Photoshop
- Microsoft Word
- Microsoft Powerpoint
- Microsoft Excel
- Social Media
- Photography
- Customer Service
- Team Work
- Leadership
- Time Management
- Motivated
- Organised
- Self Manage
- Networking
- Communication



UNIVERSITY MODULES

- Fashion Business Content
- Trend Forecasting
- Buying and Merchandising
- Visual Merchandising
- Marketing and PR
- International Retailing
- Event Management

TUI HEAD OFFICE

During time spent at TUI many areas were covered such as: Content, Concept, Ancillaries, River Cruise, Aviation, Digital, Product, Holiday Change, Safety, Operations and Trading. This experience has made clear understandings of the travel industry, and further knowledge on the industry.

LINCOLN MINSTER SCHOOL MARKETING

A work placement with Education Marketing, learning software such as LucidPress and Hubspot. Completing content for open days, and design work for international newsletters.

TUTTI ROUGE MARKETING

A placement within Marketing, completing marketing materials for website, Banners, Postcards, Stickers, and developing skills in Google Analytics, and Key ranking within Google.

SAINSBURY'S HEAD OFFICE BUYING ROLE

Work experience with the buying team for children's wear. Work was conducted such as: stock room putting together ranges and phases, created a competitors shop table, and sat in meetings with the head of buying discussing the autumn winter ranges. further to this a day on footwear going through databases, and reviewing the changes in their products from last season. Finishing the experience with a day with the creative team doing the trends forecasting for the next season.

THE WHITE COMPANY SHOOTS

The White Company experience included assisting photoshoots for the interior catalogue Autumn Winter range in London. This was beneficial as it helped improve creative outlooks seeing different and unique ways in which products can be displayed.

JONES BOOTMAKER AND BRANTARNO 2017

Jones and Brantarno head office working along side the teams of: social media, e-commerce, marketing, buying, online sales and graphic design. Further to this, a day in Leicester and Lincoln review shop floors with the visual merchandiser for Jones Bootmaker and a day in Manchester for the "Back to School Range" for Brantarno.

DOUBLE TREE BY HILTON EVENTS 2016

Working alongside the events team, seeing how they carry out their events within their hotel. This gave a real passion for working in events. This experience supported a Travel and Tourism module at sixth form where a group put together an event to go to Amsterdam.

JOB

SKILLS FROM UNIVERSITY MODULES

- Branding
- PR
- Consumer Awareness
- SWOT
- Key Drivers
- Critical paths
- Trends forecasting
- Brand awareness

ALEVELS

Travel and Tourism
Drama
Photography

REFERENCES

Alison Rapsey
Course Leader
BA(Hons) Fashion Business and
Promotion
Alison.Rapsey@bcu.ac.uk

Lydia Yeabsley
Paid Media Executive at Lounge
Lydia@loungeunderwear.com
Lydiayeabsley97@gmail.com

GEMMA SHAW SCHOOL OF DANCE 2011-2017

In addition to the retail and events experiences 6 years were spent at a dancing school with young children on a Saturday which has helped develop skills in leadership and perseverance.

AGENCY WORK

Throughout University years agency work was completed, taking part in bar work and in Hospitality roles.

UNIVERSITY WORK

Throughout University jobs were demonstrated such as: Student Academic Leader volunteering with external activities around the course and Student Ambassador which is a paid role working on weekends and around my studies helping with open days and any other needed roles such as extra support around the faculty.

UNIVERSITY MODULES EVENTS MANAGEMENT

During Events Management a live event was taken place with a group of eight. The event was blind folded dining at All Bar One, Brindley Place. During this, the role which was taken forward was venue manager. This event included fundraising for a homeless charity, and developed skills such as: team work, organisation, critical thinking, communication and problem solving.

INTERNATIONAL RETAILING.

International Retailing consisted of taking a British retailer and developing the company in an international country, where Wilko was taken to Germany. This consisted gathering intense primary research and communications with the brand, to make sure it was clear how the business operated.

DISSERTATION

‘Millennials and the Experience Economy’ This was an investigation in to how the experience economy is effecting businesses, and the travel industry in todays society. This dissertation gave insights into geotagging and how people share their experiences today are effecting the environment in ways they wouldn’t expect.

FINAL MAJOR PROJECT.

Final Major Project required creating a new business, or element of a company. The idea taken forward was creating a new element of TUI, ‘TUI PRESERVE’ this is to change the way Generation X holiday, to preserve and explore culture over sticking with hotspots and damaging the environment.

TRAVEL

Outside of academic activities I have been fortunate to have travelled quite extensively, in locations such as:

	America	Switzerland	Portugal
India	Canada	Holland	Ibiza
Thailand	Italy	Greece	Tenerife
South Africa	France	Prague	Gran Canaria
China	Mallorca	Spain	Lanzarote
Vietnam	Dubai		Foruventura
Maldives			

These experiences have not only helped to shape me as a culturally aware and outgoing individual but also given me an insight into the locations for a future career.