

Kirstie Johnson

Profile

Recently graduated in BA Fashion Business and Promotion degree; I am an individual that succeeds in a fast pace environment and have self-motivated passion to learn and develop new skills. It is often commented that I am a bubbly individual that communicates confidently with a wide range of people on a variety of topics. Alongside my studies at University I have also committed to a part time job, completing significant hours of training (developing my own skills as well as the skills of my colleagues). I address every task and challenge with the same positive energy and commitment. I am ready to transfer these skills and use my passion in new possibilities within the Fashion Marketing and PR Industry.

BA (Hons) Fashion Business and Promotion

Birmingham City University
September 2017- July 2020

Marketing and PR

A Marketing and PR strategy created on the concept of cyberbullying in collaboration with the brand ASOS to form a social media and PR event strategy. A series of skills were developed during this module, such as the marketing mix and the use of SWOT analysis. In addition to this I developed a variety of software skills through using Photoshop to design mock-ups and InDesign for a visual report outcome.

Dissertation

A 6,000-word essay that explored and questioned how social media used as a marketing tool could impact and influence the purchase intent of the Millennial and Generation Z consumers. Through the examination of the results from primary and secondary research, on consumer characteristics and impacts of Social Media Marketing in the fashion industry. An outcome was produced to indicate findings during the research process which involved conducting myself in a professional manner, in addition to developing my communication and time management skills when conducting interviews with industry experts and focus groups.

Events Management

In aid to raise money for St.Basils a charity for the homeless, working within a team to create a funding raising event; 'Affluent Aura Events' put together a comedy evening. Key skills in this module included time management during the event planning process as well as the scheduled itinerary for the event day. Communication with venue and comedian's and amongst fellow colleagues, in addition to developing software and social media skills to enhance the marketing for the event.

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 Kirstie Johnson

 Kirstiejohnson_fashionbusiness

BCU: Portfolio Link



Skills



Education

Martin High School-
Attended 2010-2015
9 GCSE's A- D

Leicester College
Attended- 2015-2017
Business Retail – Double
Distinction*

Key Attributes

- Confident communication verbal and written
- Enthusiastic and a team player
- Leadership
- Comfortable acting on initiative to problem solve
- Strong work ethic

Hobbies & Interests

- Styling and interior design
- Reading
- Dancing and high intensity workouts
- Cooking and Health & well being

References

Frankie Nield, General Manager, Kurt Geiger luxury cobcessions Selfrdiges, The Bullring

 Frankie.Nield@kurtgeiger.com

Alison Rapsey, Course Leader, Birmingham City University, The Parkside Building

 Alison.Rapsey@bcu.ac.uk

Final Major Project

'You Review' inspired by working with the fashion brand Topshop, an ecommerce subscription platform for communication between users to reflect and review products. The concept was encouraged by primary and secondary sources that indicated a position in the market. A series of Photoshop, After Effects skills enabled the creation of visual mock-ups, in addition to communicating back and forth with external co-workers to create a vision and appropriate creative design outcomes.

Visual Merchandising

Collaborating with Selfridges to reflect their Spring/Summer 2018 'Radical Luxury' concept, within a team to innovate and create a possible outcome for this brief. Key elements driving this project consisted of market and retail analysis and investigations into consumer behaviours and demands. This contributed to the overall 'Sensuale' concept, a popup space designed to engage consumer senses during the retail experience. Visual mock-ups and the analysis of the concept was merged into a report format presented in InDesign and cinema 4D to communicate the innovation process.

Employment and Work Experince

2017- to present- Sales Associate, Kurt Geiger Ladies Luxury Shoes Concession, Selfridge, The Bullring, Birmingham B5 4BP

- A valued member of the team who's Passionate and brand driven.
- Working with a diverse and positive team to achieve targets.
- Developed brand knowledge through further BA Brand ambassador training in the luxury shoe sector.
- Providing excellent customer service through experiences.
- Trained in cash handling, stock management and end of business report.
- A level of experiences in face to face communications.
- Assisted in training and development of new colleagues.

April 2019- May 2019- Public Relations Intern for Next HQ, Desford Rd Enderby, Leicester LE19 4AT

- Transferable skills gained in Marketing and PR within an industry environment.
- Creation of 'look books' used for campaign inspiration.
- Assisted in the preparation for the Autumn Winter Press day event.
- Completed every set task with precision and confidence.
- Furthered developed an understanding for the fashion industry in the area of Marketing and PR.

June 2017- October 2017, Sales Consultant, Francis & Gaye, Highcross, Leicester

- Train by experience professionals in the knowledge and craft on fine jewellery and diamonds as well as luxury watches.
- Friendly and professional luxury customer service skills.
- Attention to detail and aesthetic appearance.