

Madison Moss
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Education and Qualifications

BA (Hons) Fashion Business & Promotion - 2014 - Present

Birmingham City University, Birmingham

Modules include:

Trends Forecasting

- Researching current news to find 10 key drivers to condense into 3 phasing trends for an A/W collection
- Including PEST diagrams and a completed trend booklet made using Indesign

Buying and Merchandising

- Created range plan boards and development booklets including different lines, size ranges and ratios, order quantities and their retail selling price to be finalised into a 6 piece spring/summer collection for River Island
- Full knowledge of and completed critical paths for all products in the range

Visual Merchandising

- Created a new in store visual merchandising concept for the beauty floor of Selfridges with full VM retail reports done on competitors and consumer profiles
- Computer programmes including Indesign, Sketch up and Illustrator were used to make 2D and 3D floor plans, window displays and logos

- **Event Management**
- **International Retailing**
- **Digital Marketing, Branding and PR**
- **Industry Placement (Selfridges, Birmingham)**
- **Full knowledge of Adobe Indesign, Illustrator and Photoshop, Word & Excel**

BTEC Level 3 Extended Diploma - 2012 - 2014

Woodrush Sixth Form College, Worcestershire

BTEC Level 3 Extended Diploma in Art & Design - DDM

- Printmaking and pattern design, fashion visualisation, experimental photography and 3D structure.

GCSE Core - 2006 - 2011

Light Hall Secondary School, West Midlands

English Lang/Lit - B, Maths - B, Science - B, Textiles - A, History - B, Drama - B

Work Experience

MAD PR Gifting Suite

4th November 2014

- Set up and close down the event
- Meet and greet clients on reception
- Liaise with clients including celebrities, bloggers and stylists
- Gift clients with products
- Customer Service
- Keep stalls presentable
- Represent a variety of brands including boots, USC, Forever Unique, Magnitone, Fake Bake
- Feedback responses to brand

Selfridges - Visual Merchandising

28th March - 8th April 2016

- Mannequin styling
- Creation of installations throughout store
- Producing graphics, images, text for all branding and fixtures throughout store
- Introduced new store scheme 'EVERYBODY' over all 4 floors including mannequin styling and installing, fixture placement e.g. decorating flooring and window dressing
- Involved with creative meetings and external visits to joiners

Employment History

Warehouse Birmingham Bullring

- December 2015 - Present

Sales Assistant:

- Provide outstanding customer service
- Complete and process weekly deliveries
- Complete and process faulty garments/write off's and transfers
- Resolve disputes
- Train new members of staff
- Assist management with Visual Merchandising and stock inventory
- In store work experience alongside management and VM team - 21st-25th March 2017

New Look Solihull, Mell Square

- April 2015 - November 2015

Sales Assistant:

- Offering excellent customer service
- Attending to customer needs and providing high in store satisfaction
- Visual Merchandising
- Cash & credit control - full till knowledge

References

Alison Rapsey - Course Director - Birmingham City University- 0121 331 7875 - alison.rapsey@bcu.ac.uk

Suki Johal - Assistant Manager - Warehouse Birmingham Bullring - 0121 632 6872