

LOTTIE LOVELOCK



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EDUCATION

**Fashion Business and Promotion BA(Hons);
Birmingham City University, Birmingham.
2015 - 2018.**

Buying and Merchandising

- Using Adobe programs to create a SS18 range for Whistles from a department of choice (Womenswear, jackets).
- Completing a competitive shop report.
- Develop a range.
- Form a critical path for each garment.
- Understand lead times, sourcing and budgets.
- Trend interpretation.

Events Management

- Worked as a team with 7 other students to create an events brand and host a charity fundraiser event for St. Basils.
- Platform 1, Underground Events - A physical platform for up and coming creatives from the Midlands to showcase their work.
- Assigned the Marketing Manager role, with responsibilities including creating a marketing strategy by developing a brand image, preparing high quality marketing material.
- Liaising with the Social Media manager to maintain and update social media channels.

Perspectives Dissertation

- Used various primary and secondary research techniques to explore a matter of choice. "An investigation into the rise of recommerce platforms and the impact it has on consumers and the fashion industry." Looking into the streetwear market and online selling platforms and how they are being used against consumers.
- Conducted online questionnaires, face to face and telephone interviews with target consumers and industry experts.
- Analysis of reports on Mintel, LSN and WGSN.

Final Major Project

- Generated a new concept for the brand Depop through self-reflection on previous work, research and ideas. "Depop Up" a spin off mobile app from Depop Buy and Sell and a new pop up space located in London.
- Formed a business plan to justify my idea, notifying the specific target consumers and competitors.
- Created a marketing strategy including a mobile app prototype, press releases and digital mock-ups.
- Collaborated with other industry professionals to produce industry standard visuals and financial information.

**Visual Merchandising (Level 4 Diploma), Derby
College, Derby.
2014 - 2015.**

**Fashion Retail (Level 3 Diploma); Derby College,
Derby.
2013 - 2014.**

PROFILE

I am an energetic, hardworking individual who is very keen to learn. I like to embrace any opportunity that I am presented with making sure I work to my full ability.

As a Fashion Business and Promotion graduate with over 5 years retail experience across several fields, I am excellent at working under pressure and to strict time scales; whilst still achieving results. I am an adept user of Adobe Creative Cloud and Microsoft Office programs seeking to begin my career within the Buying industry.


CONTACT

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LOTTIE LOVELOCK

SKILLS

PROFESSIONAL

Adobe



Microsoft Office



Communication



Public Speaking



Team Work



Time management



PERSONAL

Critical Thinking



Interpersonal Skills



Innovative



Motivated



Creative



REFERENCES

Alison Rapsey

Course Leader

BA(Hons) Fashion Business and Promotion

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Kerri Tomlinson

Store Manager

Office Shoes

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EMPLOYMENT HISTORY

Office Shoes - Sales Assistant

Intu Centre, Derby

August 2017 - Present

- Specialist for own brand ladies footwear department.
- Strong knowledge of the fast paced retail environment, business operations and product.
- Consistently meeting and going above sales targets.
- Regularly receiving online customer compliments by tending to each and every customers needs.
- Capability to stay focused during busy trade periods.
- Ability to merchandise stock in store to keep stock looking its best.
- Working with Intu Derby Marketing Team to promote new lines on their social media page.
- Creating a visual booklet to represent our store at head office using Adobe software.

"This booklet was exactly the kind of thing I was looking for when I assigned this project" Head of Merchandising, Office Shoes

Wallis (Concession) - Sales Advisor

Intu Centre, Derby

September 2016 - June 2018

- Strong knowledge of product, fast paced retail environment with a heavy workload and business operations.
- Always meeting and going above sales targets.
- Regularly receiving customer feedback.
- Capability to stay focused during busy trade periods.
- Visual representative for the concession. Confident in changing mannequins and floor moves.

Debenhams - Visual Merchandiser

Intu Centre, Derby. Bullring, Birmingham

January 2016 - September 2016

- Working with CV guidelines to build a window display in 3 phases for Womenswear, Menswear, Lingerie and Homeware.
- Creating hot spots around the store to promote stock using my own knowledge of fashion trends in all departments.
- Ability to change graphics around the store whilst working at height and the use of electronic tools such as drills.
- Making sure all mannequins and beds are at a presentable standard using the iron, pins and the correct method of folding.

Debenhams - Sales Advisor

Intu Centre, Derby. Bullring, Birmingham

June 2012 - January 2016

- Bra fit expert on the Lingerie department.
- Merchandising on the department to a high standard.
- Meeting targets when promoting the opening of a Debenhams account in store.
- Handling cash when opening and closing the store.
- Helping to keep stock loss to a minimum at all times.