

HAYLEY MCFARLANE



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PERSONAL PROFILE

I have shown myself to be a self-motivated, ambitious person who has developed a wide variety of skills whilst in my final year of studying BA (Honours) Fashion Business and Promotion. I possess a good work ethic, key fashion skills, and the ambition for a fashion buying role within the fashion industry. This course has enabled me to experience the creative and business side of the fashion industry, alongside keeping up to date with recent fashion trends.

EDUCATION

Birmingham City University
BA (HONS) Fashion Business and Promotion 2014-2017

Buying and Merchandising - Learning about the techniques for buying and merchandising to design a line of swimwear for River Island. Using Adobe Illustrator and Indesign to create the garments and present them in a book alongside extensive research, colour pallettes, critical paths, and exploration into materials and prints. This was all presented in a powerpoint presentation.

Visual Merchandising - Collaborating with Selfridges to define and create a visual merchandising strategy for the Bullring store. As a group we generated an idea from research of key drivers and documented it all in a creative report, producing the in store visual merchandising and window displays on CAD. We also got the opportunity to present our idea to Selfridges at the store.

Dissertation - Researching the influence of sex within fashion marketing campaigns. By taking secondary and primary research and interviews with industry professionals to develop an understanding of advertising trends. With this, such impacts and influences were highlighted.

FMP - Influenced by personal research into inflammatory bowel disease. With discovering the lack of lingerie and swimwear options for women suffering with IBD, 'Embrace' was developed. Designed to offer women a choice of functional and fashionable lingerie and swimwear products. In addition with this I created my own brief and produced a business plan, a range product plan and a marketing strategy with marketing mock-ups.

North Hertfordshire College
BTEC Extended Diploma in Art and Design 2010 - 2013
PMM (Pass Merit Merit)

Knights Templar School, Baldock
9 GCSE's A-D 2005 - 2010

•Teamwork : I work very well in both a team and also independently

•Good level of knowledge within Adobe Indesign, Photoshop & Illustrator

•IT Literate within Word, Powerpoint and Excel

•Keeping up to date with key fashion and market trends

•My experiences have helped me gain independence, leadership and excellent communication skills

•Creative thinker with a business ethos

WORK EXPERIENCE/EMPLOYMENT

Boux Avenue, Bullring | Sales Assistant | 2016 - Present

Duties have involved:

Welcoming customers into store and informing them on offers and promotions. Dealing with any queries or complaints. Advising customer on their purchases and helping them find what they are looking for. Processing cash and card payments at the till. Replenishing the shop floor and sorting out deliveries of stock. Bra fitting customers as I am fully bra fit trained. Helping balance cash registers with receipts. Ensuring sales targets are met daily and closing the store at the end of the day and ensure all of the store standards are perfect. Throughout this job I have gained excellent communication skills and the ability to work within established brand guidelines.

Bright Light PR | PR Intern | Dec 2015 - Jan 2016

Duties have involved:

Creating media alerts to send to well established publications, sending out samples to celebrities, publications and bloggers. Receiving and scanning stock to put into the studio room, sending gifts to celebrities and bloggers, answering e-mails and phone calls and dealing with queries and communicating with important industry professionals. This internship allowed me to broaden my horizons within fashion by gaining experience within PR, I had to learn and develop skills very quickly and complete tasks to a strict time schedule.

The Golden Rickshaw, Baldock | Waitress | 2010 - 2015

Duties have involved:

Meeting and greeting customers and providing excellent customer service, ensuring the customers are happy, waiting tables and bar work during busy functions, working independantly at times, obtaining extensive knowledge of product, working calmly under pressure and greatly improving my communication skills, handling money - taking card and cash payments, multi-tasking, and working well within a team whilst using my own initiative.

INTERESTS AND ACHIEVEMENTS

- Have a keen interest in fashion and keeping up with key trends
- Achieved The Arts Award, a nationally recognised qualification, at bronze level
 - Achieved an English and mathematics award in Functional Skills
- Completed a leadership course in P.E at school teaching a PE lesson in a team to children ages 5-7
 - Enjoy keeping active and regularly go swimming and go to the gym
 - Enjoy travelling and experiencing different cultures
 - Fully bra fit trained
 - Full clean driving license

REFERENCES

Course Director - Alison Rapsey
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