



CONTACT

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BCU Portfolio URL

<https://www.instagram.com/undiscovered.blog/?hl=en>

<https://uk.pinterest.com/cassieXebanks/>

EDUCATION

FASHION BUSINESS - 2.1 BA (HONS)
Birmingham City University | 2014-2017

FASHION & CLOTHING - TRIPLE DISTINCTION
Sandwell College | 2012-2014

GCSEs - 12 GCSEs A-C

PROFILE

I am a Fashion Business & Promotion Graduate of Birmingham City University. The course has allowed my interest in the creative side of fashion merge with the business aspect. My interests lean towards Merchandising, Buying and styling as piecing together and styling outfits or deciding product is something I have had experience in and enjoy. I am very head strong and like to perfect everything I do, if a task is left unfinished I am dissatisfied. Being hands on is important to me and being in a fast paced environment is where I work best.

EDUCATION HISTORY

{ BA Hons Fashion Business & Promotion
Birmingham City University

3 Years Module Breakdown;
Fashion Business & Context | Trends & Forecasting | Buying & Merchandising | Digital Marketing, Branding & PR | Visual Merchandising & Sales Development | Event Management, Marketing & PR | Industry Placements | Internation Retailing | Dissertation | Competition | Final Major Project

Fashion Business & Context, Trends & Forecasting and Buying & Merchandising were the most interesting assignments with them being very creative in the research aspect and the presentation outcomes. Between the 3 assignments I presented them all differently, from an online magazine format, to a trendbook, through to a range plan book with a range board and explained in a verbal pitch. The assignments broadened my knowledge in these particular sectors and opened up potential career path directions.

Fashion Business & Context - Produced a document relevant to my chosen brand , ASOS', branding, including historical context and competitor awareness, dissecting their background. [Historical Context - Market Position - Benchmarking - Porter's 5 Forces - Competitors - Market Segmentation - SWOT Analysis - PESTLE]

Trends & Forecasting - Looked into key drivers and current affairs to analyse and predict future trends shown through a range of product and colour schemes. [Trends Predictions - Key Drivers - Zeigeist - Cross Sector Products]

Buying & Merchandising - Producing a S/S 2016 range plan for River Island's swimwear department based on predicted trends, colours and silhouettes for the coming season. [Trend Forecasting - Competitive Shops - Consumer Profiles - Critical Paths - Flat Specification Drawings - Verbal Pitch - Range Boards - Numerical data analysis]

Dissertation & Final Major Project - Focussing on preventing counterfeiting on the luxury market and researching buying behaviour and spending power of millennial consumers in relation to luxury product. Thus, creating a concept that could be a solution to the problem.

{ Fashion & Clothing
Sandwell College

Gaining a wide range of pattern cutting and garment production skills in order to produce a 6 piece outfit range for a fashion show organised by ourselves to showcase the end of the year.

Garment Production | Fashion Styling | CAD in fashion | Co-ordinating a fashion show | Pattern Construction | Contextual influences in Art & Design | Production Techniques

{ GCSEs
Wood Green Academy

ENGLISH- C | MATHS- B | SCIENCE- B | IT- DISTINCTION

SKILLS

Indesign | Photoshop

Illustrator | Excel

QUALITIES

Professional | Organised

Reliable | Committed

Communication | Polite

Interpersonal Skills

Time Management

INTERESTS

Fashion | Blogging

Travel | Gym

REFERENCES

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

Charlene Barratt | Department Manager
H&M Pavilions
07474603003
charlenebarratt07@gmail.com

EMPLOYMENT HISTORY

Sales Assistant | H&M - BIRMINGHAM

Present

- Ability to work in a fast-paced environment
- Overseeing a whole department
- Set co-workers up on tasks
- Clear product knowledge on my floor and other departments
- Strong customer service and building relations with new and regular shoppers
- Know store figures and work towards targets
- Style department areas according to new stock
- Prioritising, organisation and communication. Processing delivery and putting out new stock.
- Till training / cashing up

Visual Merchandiser | Debenhams - WALSALL

October 2014 - March 2015

- Clear brand styling suited to each brand
- Responsible for altering shop window displays
- Changing promotion bannering
- Dressing/undressing mannequins
- Greater communication skills
- Wider range of visual and styling skills
- Till training / cashing up

Stockroom Assistant | Next - WEDNESBURY

February 2013 - August 2014

- Working as a team
 - Know and achieve my own targets as well as on a whole
 - Deliver a good, fast service
 - Communication
 - Various Sales Assistant shop floor work
 - Taught me the importance of providing good customer service
 - Polite, friendly approach to customers building a bond and understanding what they want
 - New interpersonal skills and experience.
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WORK EXPERIENCE

PR & Marketing Assistant | Claire's Head Office - BIRMINGHAM

2016

- Process PR emails and answer call-ins
- Send out stock to companies, shoots and bloggers
- Create media alerts and keep up to date with any press and media alerts of the brand
- Pull together product for gifting
- Mail out gifting to relevant people
- Updating the mailing list containing names, addresses, companies, numbers and emails
- Research new partnerships with companies and bloggers

Teaching Assistant | Mesty Croft Primary - WEDNESBURY

2011

- Assist the children with their subjects and studies
- Plan tasks for particular times of the day
- Interpersonal skills; adapting to reactions around children and staff