

LAURA KELSEY

BA (HONS) FASHION BUSINESS AND PROMOTION
GRADUATE

PROFILE

I am a recent BA (Hons) Fashion Business and Promotion graduate from Birmingham City University. From previously studying and current experience within the fashion industry, I am looking for opportunities expanding my knowledge in marketing and creative content.

EDUCATION

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

| Digital Marketing, Branding and PR
Creating an innovative marketing strategy for & Other
Stories ecommerce and instore markets.

| International Retailing
Bringing the brand Weekday to the Australian market
looking into key drivers, market, competition and
consumer demographic.

| Events Management
In a group of 8, we created an event company,
Millennial Events. Working together to fundraise we
held an experiential evening of magic in aid of St Basils
charity, raising almost £800. The project was given no
start up funding and was solely funded through
fundraising campaigns and social media awareness.

CONTACT ME

🏠 54 Thimblemill Road
Birmingham, B67 5QU

☎ 07415392000

✉ laurakelsey95@hotmail.co.uk

👤 www.laurakelsey.weebly.com

| Dissertation: How are the new generation independent retailers creating a differentiated shopping experience for the modern 'anti' consumer tribe? An investigation in the wave of new destination independent retailers and how they are connecting and communicating with the newly established anti consumer tribe.

| Final Major Project: Hidden Brum
In response to my dissertation findings the curation of Hidden Brum navigational app and marketing campaign for Birmingham's independent sector evolved. Using augmented technology in collaboration with Birmingham City Council and The Big Plan. Outcomes included a mock-up app design, business plan and marketing guide.

Other modules include trends forecasting, buying and merchandising and visual merchandising, alongside presentations throughout the course.

BTEC Diploma Fashion and Textiles
Halesowen College (2012-2014)
Grade Obtained: D*D*D

St Paul's School for Girls
Birmingham (2007-2012)
Grades Obtained: A-C

EMPLOYMENT

Liquor Store: Sales Advisor and Creative Content
Birmingham (March 2016-current)

The role includes many skills such as customer service, delivery handling and preparing online orders. As an experienced member of the team I also assist on producing content for the store social media platforms and maintain the online store with product photography and banners coinciding with instore visual merchandising standards.

Office Shoes: Sales Advisor and Head Cashier
Merryhill Centre (2013-2015)

Duties included handling payments, exchanges, refunds and click and collect transactions as head cashier whilst also providing customer service on product selection. Furthermore as an established member of the team I assisted with new staff training, sale preparation and exercising my visual merchandising skills following the Office Shoes guidelines for window displays and instore product displays.

PERSONAL SKILLS

Creative Content
Branding
Layout Design
Innovative
Reliable
Dedicated
Team Worker
Organised
Fast Learner

EXPERIENCE

Liquor Store: Intern
Birmingham (21st April-25th April 2016)

Experiencing the day-to-day running of an independent business. Expanding my brand knowledge and assisting on product photography in the studio for web and social media content led to the opportunity of a position working for the store.

Selfridges: Visual Merchandising Intern
Birmingham (October 2015)

Working with the Visual Merchandising team throughout October providing a key insight into the role. Tasks included styling and mannequin dressing, creating props for instore visuals curated by the team and installing the Christmas window displays and visuals around the store.

TECHNICAL SKILLS

Photoshop

InDesign

Illustrator

Experience Design CC

Microsoft Office

Mac and PC

Customer Service

REFERENCE 1

Alison Rapsey
Course Director
BA (Hons) Fashion Business and Promotion
Birmingham City University
The Parkside Building
Cardigan Street
B4 7BD
0121 331 7875

REFERENCE 2

Phil Hazel
Store Owner
Liquor Store
3 The Grand
27 Colmore Row
Birmingham
B3 2BS
0121 236 5830