

AMANDEEP CHEEMA

EDUCATION

BA (Hons) Fashion Business & Promotion

Birmingham City University

2014-2017

Modules

Marketing & PR

- To learn about the marketing mix and focus on a specific brand in the industry and produce a new branding proposal.
- Created Marketing & PR strategy for luxury brand, Self Portrait.

International Retailing

- Produced an internationalisation strategy for 'Sophia Webster' to expand the brand to India, through analysing the brand, the current and new market, country justification, key drivers in the luxury market as well as SWOT and PESTLE analysis to support the business plan.

Events Management

- Organised an event held at Geisha in the Mailbox to raise money for a local charity (St Basil's).
- Fundraisers were held to support the event by the team of 8.
- Proposal and evaluation presentations were presented to lecturers, reaching out to target consumers, creating marketing material and negotiating and liaising with sponsors and partners.
- As a team we managed to raise over £1000 for the charity.

A Levels

Hagley Roman Catholic Sixth Form

2012-2014

Art & Design **A***, Business Studies **C** & English Language **C**

GCSE'S

Leasowes Community College

2007-2012

10 GCSE'S (A-C) including English, Maths, Science and Business Studies.

WORK EXPERIENCE

Marks & Spencer | Internship

Dudley, UK.

September 2011 - April 2012

- I took part in an internship for a year where I worked at M&S in different departments experiencing what it is like working in retail first hand.
- Many of the jobs involved working on the till, stocking new products, and working in the changing rooms, stock room and shop floor.
- Worked on 'Shop Your Way' project; an online service based on personalisation.
- Delivered our ideas to the store, regional and HR managers, and school teachers.

British Heart Foundation | Sales Assistant

Kidderminster, UK.

September 2012 - February 2013

- While at Sixth Form, I participated in Work experience volunteering at the local charity shop.
- Worked on the shop floor serving customers, working on the till and restocking the shop floor, mainly customer focus.

CONTACT



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SOCIAL MEDIA



Amandeep Cheema



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PROFILE

As a recent BA (Hons) Fashion Business & Promotion graduate, the course has taught me to work independently and learn business combined with creative skills.

I am pursuing a career in Marketing as I have been able to gain valuable knowledge about the fashion industry in various sectors such as International Retailing, Marketing & PR.



SKILLS

Indesign

Photoshop

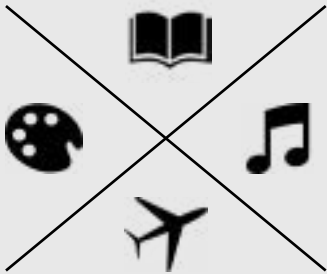
Fashion

Business

Marketing

PR

INTERESTS



REFERENCES

Alison Rapsey
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Matthew Smithurst
REISS
General Manager
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GAP | Visual Merchandiser
Birmingham, UK.

November 2015

- Hands on experience including working on the mannequins in the main front shop windows including womenswear, menswear and kidswear every morning.
- Preparing visuals in store for the sale with the VM team aswell as dressing the mannequins prior to the sale and sale picking on the floor.
- Shadowing the Visual Merchandising Manager through meetings and discussions for daily set ups.

Miss Selfridge (Head Office) | Merchandiser
London, UK.

December 2015

- Gaining an insight into a working environment as a merchandiser in Miss Selfridge head office.
- Working with the womenswear team shadowing the assistant merchandiser
- Took on daily tasks such as daily sales for each department, preparing the best and worst sellers, rate of sale reports, sending stock to UK and international stores, commitment and margin comments, allocations, fit meetings, critical path meetings and organising stock samples.
- Worked alongside many departments throughout the experience including knitwear, dresses and cottons.

- Understanding the key responsibilities of each job role including Assistant Merchandiser, Buying Managers and Head of departments.

EMPLOYMENT HISTORY

Thorntons | Sales Assistant
Birmingham, UK.

November 2014 - June 2015

- Sales assistant responsibilities such as stock transfers, designing the bays for events that are going on in store, handing out free samples, street talking, cashing up tills, doing till lifts, when necessary, stock counts etc.

REISS | Sales Assistant
Birmingham, UK.

July 2015 - Present

- Gaining experience in not only womenswear and menswear my role as a sales assistant entails product knowledge and excellent customer service for every client we have in store.
- Strengthened my knowledge of the luxury fashion retail industry; by providing exemplary customer service, using the 'Reiss Experience', offering style advice to customers whilst remaining focused and driven by the commercial objective.
- Work with the Visual Merchandising team in-store and help them with floor moves every week.
- Participate in the Sample Sale that takes part in the Custard Factory, Birmingham. The responsibilities include - organising stock which was sent from the head office, helping customers with the product knowledge I had on the products and serving customers on tills.