

H E N N A R A N A

ADDRESS

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MY EDUCATION

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

Trend Forecasting – Identifying threads in order to establish future trend concepts producing a trend overview and trend book, exploring the current zeitgeist, aiding me to define an era and the mood of a generation for the development of future trends.

Digital Marketing, Branding & PR – Analysing the potential expansion of a business, exploring economical climates, marketing strategies, cultural considerations and logistics by producing an in depth review on how to expand the brand internationally.

Perspective Dissertation - Through in depth primary and secondary research a broad dissertation was produced exploring and defining ‘The rise of digital diversification versus the printed volume’ and the effects caused by industry.

Buying and Merchandising – Using Adobe Photoshop and InDesign to create a Spring Summer 2016 outwear range plan and critical path.

2012 - **BTEC National Diploma Business Studies**
2014 **Grade - D* D* D***
Derby College

2007 - **8 GCSE'S at grades A*-C**
2014 **Littleover Community School**

PROFESSIONAL PROFILE

A recent BA (Hons) Fashion Business & Promotion graduate, who is highly motivated, enthusiastic and self driven. For the past three years, I have been studying the most successful ways to grow a business through marketing. Demonstrating an ability to quickly adapt to differing marketing environments, applying thought tactics and pro-active solutions within project performance driven goals.

I am capable of ensuring innovative and sound strategies that build loyalty and encourage action with a complete appreciation of Internet tools, trends and business models to raise an organisations visibility and social media profiling. I am able to engage a smooth execution of advertising, marketing and communication through developing client relationships. I value any opportunity to work within industry as a chance to enhance my skills and learn.

PERSONAL SKILLS



PROFESSIONAL SKILLS

TECHNICAL



MY WORK EXPERIENCE

Allsaints Birmingham Bullring

2015 - Present
Senior Stylist

This role has enabled me to:

- Deliver continuous high standards to customers ensuring full customer service is given ensuring a full cliental experience is given.
- Train expert knowledge to team members of product and styles released weekly.
- Assist with the recruitment process for a new season, ensuring new candidates will work well with the team and brand.

Topshop Birmingham Selfridges & Burton-on-Trent

2012 - 2015
TEAM LEADER / VISUAL MERCHANDISER

The role of an advanced Team Leader was varied and challenging role that allowed expression, personality and creativity to be used on a regular basis.

Tasks Included:

- Understanding company reports the brand on a commercial level
- Dealing with difficult customers with diplomacy and tact
- Listening to the needs and wants of customers and team members.

The role of Visual merchandiser, allowed me to gain first hand experience implementing company store decisions on a weekly basis.

- Delivering friendly and appropriate fashion advice to customers within the fitting room and shop floor to

EXPERTISE

Trend forecasting
Market Research
Team Leadership
Customer Service
Fashion Retail Management
Competitor Analysis

REFERENCES

ALISON RAPSEY

Birmingham City University Course Director

0121 3317 875

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ROSIE DAWES

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SOCIAL MEDIA

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