

AMELIA HAFT

PR & MARKETING

PERSONAL PROFILE

I am recent graduate from the course, BA (HONS) Fashion Business and Promotion at Birmingham City University. During this course I acquired a wide range of business skills whilst combining them with a creative aspect and broadening my knowledge of the fashion industry. I am independent, self-motivated and ambitious and looking to build upon my skillset by applying myself into the PR and marketing industry.

EDUCATION

BA HONS FASHION BUSINESS AND PROMOTION
BIRMINGHAM CITY UNIVERSITY 2014 - 2017

FINAL MAJOR PROJECT

Constructed a business plan for a new, modest online fashion retailer. The main aim of the brand is to provide high street, modest clothing and make it accessible to the market. Another feature of the brand included a subscription service, making buying high street, modest fashion more simpler.

The Business plan included analysis and an in-depth description of the modest market, the Unique Selling Point, finances, the consumer, as well as the competitors.

Aswell as the Business Plan, there was a number of creative items, including the development of the website which included photographs of product from a photoshoot, mock-ups of social media and marketing strategies

DISSERTATION

My dissertation included both primary and secondary research of the modest market, and whether it is tackled within the UK high street. After thorough research the conclusion was that there is an opportunity for modesty within the UK high street, and there is a wide gap in this market.

VISUAL MERCHANDISING

Within this project in groups we had to create a visual merchandising technique; for Birmingham Selfridges. The concept SELF, was a lifestyle brand following the LSN trend of Optimisation.

This module included creating a report, and a presentation. These included understanding of the Selfridges consumer, the market and the product. The presentation was in front of the Visual Merchandising manager, the general store manager, along with lectures. This concept was chosen to be exhibited within the Selfridges Offices

TREND FORECASTING

This module was based on creating your own trend by reviewing and researching current affairs and overlaps in all industries.


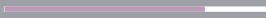




BUYING AND MERCHANDISING

Observed the brand River Island. and considered the consumers, brand identity, and introduced a small additional line for Spring/Summer16, which had to synergise into the existing brand.

CONTACTS

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COMPUTER SKILLS

MS Word 
MS Excel 
MS PowerPoint 
Adobe Indesign 
Adobe Photoshop 
Outlook 

EDUCATION

GATEWAYS SCHOOL
2012 GCSES

10 A to C
including Mathematics,
English and Spanish

ALLERTON HIGH SCHOOL
2014 A - LEVELS

Religious Studies
English Language
Media Studies

WORK EXPERIENCE

ATTIC BOUTIQUE JUNE 2015. 2 WEEKS

- Executed window displays
- Store displays
- Engaged with customers
- Created, wrote their blog and other social media bases
- Research of competitors.
- Attended meetings with external buyers.

IDEAL WORLD SHOPPING CHANNEL AUGUST 2015. 1 WEEK

- Trend Research and analysis
- Style the models who were being filmed
- Attended sales meetings
- Attended a live broadcast.

SMITH AND CANOVA INTERNSHIP. MARCH 2016 2 WEEKS JUNE 2016 2 WEEKS

- This internship was based on focusing the marketing and social media platforms for a luxury leather accessories brand.
- The main role included but was not limited to; adding and developing their new website, creating descriptions for the products, taking photographs of the products in the studio and then editing these within Photoshop.
- Another role I was given was to control the social media pages for the three different brands within the company.

CLOTHES SHOW LIVE DECEMBER 2016. 1 WEEK

- Visual Merchandising of the Maya stand
- Updated Social media platforms with information of products, and about the brand.
- Advertise the brand
- Provide product demonstrations
- Both primary and secondary research into the consumer base, and what the brand should provide for them next.

EMPLOYEMENT

THE BIG WORD JUNE - JULY 2015 8 WEEKS

- Worked with different teams within the company, including the marketing team and various admin teams. Whilst working with them the main role was to ensure all the clients data on the software was updated and it was in the correct places. The main responsibilities involved emailing and creating many spreadsheets on excel.
- Within the marketing team the role was to use their social media platforms, to increase their clientele. Created many posters and e-flyers, to be sent around the different global offices.

INTERNATIONAL SCHOOL OF LINGUISTS ISL JULY 2016 8 WEEKS

- The main focus while working with at ISL, was to recruited people for the language courses. This was therefore a strong focus on sales, when talking to clients.
- Interview candidates to ensure they were eligible for the course. This therefore encouraged my judgement skills to develop.
- Spent time with the marketing team, coming up with new concepts for the School to use in order to develop and help their consumer market grow.

FRIENDSHIP CIRCLE. 2014

- Twice a week I would visit a group of children with learning difficulties and disabilities.
- This experience taught me how to engage and to be more understanding, as well as it being a very uplifting and inspiring experience.

JSOC BALL COMMITTEE. FEBRUARY 2016

- Planned a Ball for 300 students in aid of two charities; One Family and The Birmingham Children Society.
- In total we raise over £2500.00

OTHER INFORMATION

Full UK driving licence

KEY SKILLS

- Teamwork
- Organisation
- Confidence
- Time management
- Networking
- Problem Solving

REFERENCES

ALISON RAPSEY

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