



EVANGELINE WALLIS WILLIAMS

Due to graduate from Birmingham City University with an honours degree in Fashion Business and Promotion in May 2017 whilst also working as a manager in a busy establishment. Alongside this, I have undertaken placements in Events Management and Retail and also have experience in the journalism sector. All of the above have also allowed me to undertake extensive research projects, deliver presentations and understand all aspects of the fashion industry which have developed my excellent communication, time management, customer service, self-motivation and interpersonal skills. I am looking to secure a position within the press sector.

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evangelinewallis



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Evangeline Williams

EDUCATION

BA (HONS) FASHION BUSINESS AND PROMOTION
BIRMINGHAM CITY UNIVERSITY DUE TO GRADUATE: MAY 2017. Modules include

DIGITAL MARKETING, BRANDING AND PR

- Analysed and evaluated Self Portrait's current PR and Marketing strategy
- Undertook significant consumer research and analysis to determine marketplace segmentation
- Used competitor analysis to align new marketing structure in the mid-luxury market
- Covered the marketing mix to determine a complete strategy
- Used InDesign to present findings in a 3,000 word report and this included mock-ups of new branding ideas and social media concepts

EVENTS MANAGEMENT

- Worked within a team of eight to organise and execute every aspect of a charity event
- My roles as the Finance Manager included
- Creating and managing cash-flow and budgets,
- Negotiating deals that were financially beneficial,
- Holding all cash,
- Being involved in all aspects to insure they were financially justifiable
- Presenting budget and financial updates to the team
- Developed team-working, time management and sales skills further
- Made £1500 profit for the charity

INTERNATIONAL RETAILING

- Compiled a business report to justify opening a Bellagio Hotel in Central London
- Undertook primary and secondary research to justify viable locations, market size and the current London luxury hotel and tourism market
- Creative IT skills were used to compile a marketing and branding plan as part of the business report
- Understanding internationalisation within a business and its importance
- Writing, action planning, business acumen skills were all employed and developed through this module

DISSERTATION

- Topic was "*The changing face of female-orientated fashion magazines aimed at 18-35 year olds in a digital age*"
- Extensive primary research was undertaken including
- Interviewing three prominent journalism figures
- Organising focus groups and interviews
- Compiling surveys for online completion
- Investigated the magazine market size, circulation and readership figures and push and pull factors through secondary research

FINAL MAJOR PROJECT

- Created Perception magazine which is a female-orientated primarily fashion based magazine with multi-sensory and technological attributes that incorporates slow journalism and is accessible for the visually impaired
- For this, I personally wrote fourteen original articles, organised interviews, collated own imagery and organised three collaborative interviews
- Collaborated with an app designer and graphic designer to create a brand identity and supporting application
- Had laser cutting and Braille created to compliment and develop the magazine
- Created a business plan which included a complete financial and marketing plan to show how Perception Magazine would launch

A LEVELS - NEWTOWN HIGH SCHOOL SIXTH FORM

Applied Business Studies A* Welsh Baccalaureate- Pass (equiv to A) English- B History -B

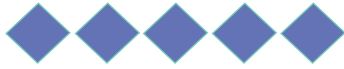
GCSE'S- NEWTOWN HIGH SCHOOL

13 GCSE's A*- B including English Literature- A English Language- A Maths- B



SKILLS

Microsoft Word



Microsoft Excel



Microsoft Powerpoint



Adobe InDesign



Adobe Photoshop



Adobe Illustrator



PERSONAL ATTRIBUTES

- Practical
- Strong sense of duty
- Loyal
- Warm
- Outgoing
- Observant

REFERENCES

ALISON RAPSEY

Fashion Business and
Promotion Course Director at
Birmingham City University

01213 317 875

Alison.Rapsey@bcu.ac.uk

RENNEY BAYNES

Owner and Manager at The
Regent Centre, Newtown

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Broad Street
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EMPLOYMENT HISTORY

BAR STAFF, SHIFT MANAGER, EVENTS COORDINATOR AT THE REGENT CENTRE- NEWTOWN MAY 2012-PRESENT

- Progressed through the ranks to become a shift manager within The Regent Centre and have held this post for the last three years
- Interacting, serving and communicating with the general public on a daily basis
- Dealing with financial information including end of day takings and safe management
- Organising, leading and participating in a team to complete tasks whilst happily working autonomously too
- Holder of a Level Two Personal License to permit the sale of alcohol
- Trusted to run the establishment in exceedingly busy conditions
- Coordinating and organising all aspects of events within the business such as parties, weddings and christenings
- Working hard to hit and over achieve on sales targets provided by higher management

ADMINISTRATOR AND DATA COORDINATOR AT NEWTOWN HIGH SCHOOL- NEWTOWN AUGUST 2013- JULY 2014

- To communicate with the general public, staff and students throughout each day through verbal, written and online forms of communication,
- Manage and upkeep the school database including the acquisition and merger with another school which meant adding and co-ordinating in 300 new pupils and 50 new staff
- Deliver presentations on the database information and reports such as student progress reports and staffing information
- Assisting the finance manager with various financial tasks such as coordinating Fundraising efforts, writing off existing payments and taking payments off students
- Use Microsoft Excel to coordinate student subject choices and develop this information to develop the timetable
- Running front of house operations as cover and coordinating emails and phone-calls

EXPERIENCE

EVENTS COORDINATION

Experiences include

- = Undertaking industry placement in a Mid-Wales venue for 15 working days working alongside the events coordination and marketing teams. Roles undertaken include meeting and liaising with clients, planning events such as weddings and christenings, developing mood-boards to offer clients options, meet and communicate with potential clients and do venue tours
- = Plan and coordinate events on a freelance basis including a wedding, a prom, a baby shower and five birthday parties in Mid-Wales
- Plan and coordinate a Sixth Form prom for 120 people at a Cheshire venue at the age of 17

RETAIL

- Worked for ten days in a retail environment for Dorothy Perkins acquiring an understanding of retail work, stock management, visual merchandising and styling
- Worked for five days as a Visual Merchandiser for F&F at Tesco at a store to develop a deeper understanding of Visual Merchandising, understanding the importance of brand visual communication, following the look books provided F&F and developing these to work alongside the stock available and editing displays to compliment the store layout

JOURNALISM

- Developed a understanding of the journalism sector through primary research throughout year three of my degree
- Worked on a journalism project coordinated through university planning and developing the launch of an independent magazine
- Created every aspect of my own magazine through the Final Major Project module and have developed this as a side project
- Acquired contacts throughout the sector in MagCulture, Stack, The Exposed and Delayed Gratification
- Attended an event established by Delayed Gratification on how to launch your own independent magazine