

# LEANNE LAUREN GOLDSBURY

BA (HONS) FASHION BUSINESS AND PROMOTION

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Full UK Driving License

## PORTFOLIO

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## SKILLS

**ICT Literate:** Microsoft Word, Excel, PowerPoint and Outlook, as well as Adobe software's: Photoshop, InDesign and Illustrator.

## PERSONAL PROFILE

I am a recent Graduate in BA (Hons) Fashion Business and Promotion. Through this course I have gained skills in fashion and business, accomplishing several internships within the industry. I am ambitious in Print and Digital Marketing.

## EDUCATION

**BA (HONS) DEGREE: FASHION BUSINESS AND PROMOTION**  
Birmingham City University: September 2014 – May 2017

### Digital Marketing, Branding and PR

Technical skills were gained researching Public Desire's brand identity and current marketing strategies. I created a marketing plan for a pop up store in major shopping retail spaces with endorsement from fashion bloggers to promote the brand. IT and Computer literacy Adobe Indesign was used to produce this marketing strategy.

### Buying and Merchandising

Problem-solving, critical path and numeracy skills were gained during this module. Trends was researched to establish company specific ethos. A full swimwear range collection for River Island was designed, which showed creative visual skills and attention to detail. Adobe Indesign, Illustrator and Photoshop was utilised.

### International Retailing

A wider business perspective was achieved whilst looking into the core of a business. Financial and cultural analysis was also elaborated and escalated by strategic planning. By using business terminology and researching current affairs, I was able to identify a place in the market internationally for my chosen brand, H&M.

### Events Management

Leadership skills and Team work were used as a group of 8 FBP students worked in tandem to organise an event in order to raise money for charity. Networking skills were also gained as we had to negotiate and liaise with people within the industry. As the Social Media manager of the group, I had to ensure the social media platforms were active at all times, networking to promote our brand.

### Perspectives Dissertation

"The Future of Magazine Publishing" - Technical skills were gained by using primary and secondary research methods. Networking skills were managed through contacting people in the magazine industry. Throughout this project, I researched the future of print media.

### Final Major Project

A physical business and marketing plan was created to build a coffee shop 'Unplug', to support the digital detox. A cash flow forecast was designed using numeracy skills. Adobe Indesign and After-effect were used to complete this FMP. Microsoft Excel was utilised to also collate statistics for the cash flow forecast.

Grace Academy Sixth Form Business College: 2008 - 2010

**A-Levels:** Fine Art (B), Photography (B), Media Studies (B)

Grace Academy Secondary School: 2003 - 2008

**GCSE:** 10 B-C (Including Maths, English Literature & Language, Science\* Award, Graphic Products and Art & Design)



## REFERENCES

### **Alison Rapsey**

FBP Course Director

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### **Emma Hurley-Rose**

Former Line Manager

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## WORK EXPERIENCE

### **Gung Ho, Fort Styling Campaign:**

*September 2015*

I won a competition to become a stylist for an Autumn/ Winter campaign at the Fort shopping park in Birmingham, choosing the final outfits for the campaign. I contributed to blogs, social media takeovers and online features for the Forts website. My campaign styling was also featured on a billboard at the Fort shopping park.

### **Claire's Accessories, PR & Marketing Internship:**

*October 2015 – January 2016*

Communication skills were achieved by contacting Claire's PR team nationwide and clients via emailing and telephone. I was responsible to complete call-ins and media alerts where I collated stock and prepared them ready to be sent to clients. Creative and visual skills were gained after preparing gifting packages, art work and presentations.

### **H&M, Logistics Management Internship:**

*January – March 2016*

At H&M Resorts World store I organised and managed the level of stock. I set up a large sized stock room and sorted garments in order of style, size, price and season order. Technical, problem-solving and action planning skills were gained on how to handle large quantities of stock flows. I received achievement and recognition from H&M's area management team, this resulted in being chosen to organise the stockroom in Flagship store, Birmingham Bullring.

### **Cornfield Magazine, Fashion Contributor:**

*August 2016 – Present*

Editorial and journalism skills are gained monthly as I write a fashion article for lifestyle, Cornfield Magazine, researching current fashion, culture and international trends. Through this work experience, I have gained time management skills to ensure the article is ready and edited for the printers.

## EMPLOYMENT HISTORY

### **H&M: Full Time Sales Assistant / Conscious Ambassador**

*September 2014 – April 2017*

I worked strongly in a team player and also on my own initiative, using business acumen skills throughout the day. Numeracy skills were used as I operated till functions, dealing with cash, floating and cashing up at the end of the day. I used leadership skills to train and develop new starters within the brand by action planning the day's curriculum.

### **Holland and Barrett: Supervisor**

*April 2017 – Present*

Leaderships and team working skills are utilised as I manage the shop floor and the staff. Targets and sales are driven by motivation and team work. Numeracy skills are used when using till functions and banking. Management duties such as opening and closing the store and assuring the back office and paperwork are up to date and running correctly.