

# MELISSA STONE

## CONTACT

Malvern - Worcester - Birmingham  
07792980751  
melissabeex@live.com

## SOCIAL



## SKILLS

ADOBE Software ie. Indesign,  
Photoshop, Premiere Pro & Illustrator  
SAP Software  
Written & Verbal Communication  
Sales & KPI's  
Leadership  
Microsoft Office Software  
Customer Service  
Marketing Campaigns & Strategies  
Visual Merchandising  
Social Media  
PR  
Fashion Retail  
Cash Handling

## ACHIEVEMENTS

### FEBRUARY 2016

Visited Karl Lagerfeld's Design Studio in New York and had a tour from the Head of Design, therefore I was able to see pattern development and previews of collection for new seasons as well as the showroom

### NOVEMBER 2015

For the VM module at university, my team won second place for our project and our work is now showcased in the Selfridges Birmingham store and their offices

## FASHION BUSINESS & PROMOTION GRADUATE

### PROFILE

A Fashion Business and Promotion graduate with over 7 years experience in various roles within the customer service sector but also in the supervisory management role, currently seeking full time employment within the marketing sector.

Driven, focused and confident - I am a versatile and enthusiastic worker, who gives 100% to any organisation and has excellent sales negotiation skills with a strong business acumen. Extremely driven, I thrive in working in busy environments as well as relishing in new challenges that will help develop my skill set and experience. I have gained a range of knowledge within the retail sector, ranging from Business Management, Marketing & PR and Events Management but on the side, have gained masses of experience through working in retail, such as being promoted to supervisor, and understanding the intimate workings of a brand.

### EDUCATION

#### FASHION BUSINESS & PROMOTION BA (HONS)

2014 - 2017 / BIRMINGHAM CITY UNIVERSITY / BIRMINGHAM

Throughout the course I have studied and completed modules in Business Context, Trends Forecasting, Buying and Merchandising, PR, Advertising & Marketing, Events Management, International Retailing, Dissertation, Final Major Project and a module in a chosen Industry Placement. This course enables me to gain the base knowledge of the career I eventually want to pursue. The skills I have accumulated through this course involves Marketing, PR, Events Management, Visual Merchandising and throughout final year, created a dissertation into a chosen subject area and adapted it into a Final Major Project.

#### BRANDING, MARKETING & PR

In first year, one of the introductory modules was Branding, Marketing & PR. Creating a 12 month timeline and marketing report, including an analysis of their current marketing report. This report was created for a brand that currently marketing strategy wasn't strong, current or cohesive. Using skills such as marketing mix and PESTLE analogy.

#### VISUAL MERCHANDISING

The first module going into second year was Visual Merchandising, which was the first module that was group work based. The five of us, established a new and innovative Visual Merchandising concept called 'Self' by Selfridges. Using research into the different consumer tribes, as well as collating a new emerging trend within the VM sector. Our final concept was presented in front of our lecturers as well as Matt Lightfoot and Adam Hockney and my group came in second place in the 'concept' competition.

#### INTERNATIONAL RETAILING

International Retailing was the final module in second year. International retailing module consisted of the introduction into internationalisation strategy, with a specific focus on market entry methods. The main outcome in this module was to articulate and justify an internationalisation and marketing strategy in a written business plan for Kylie Cosmetics which was to include the contextual issues surrounding internationalisation such as: cultural proximity, push pull factors, as well as stages of internationalisation.

#### LEVEL 3/4 ART FOUNDATION

2012 - 2013 / WORCESTER COLLEGE OF TECHNOLOGY / WORCESTER

An introductory course that involved designing to build essential skills regarding a huge range of creative skills and understanding not only to be successful, but more importantly, discover interests, explore employability options and to determine my own particular creative direction. Selected after half the year to specialise in Fashion and went on to pass the course, to then use this work as my portfolio to get into university.

#### A LEVELS

2010 - 2012 / TEWKESBURY SCHOOL SIXTH FORM / TEWKESBURY

Complete four A Level's in Art & Design, Textiles, English Literature and General Studies.

#### GCSE

2005 - 2010 / TEWKESBURY SCHOOL / TEWKESBURY

Completed 8 GCSE's between A - C grades in Art & Design, Textiles, History, ICT, Maths, Maths Statistics, Science and English Language.

## EXPERIENCE

### SOCIAL MEDIA & MARKETING ASSISTANT JULY 2016 - AUG 2016 / JOHNNY LOVES ROSIE / BROMSGROVE

- Ran all of their social media outlets, scheduling posts and creating their own visuals
- Continuing the flow of the JLR brand identity on all social medias with visuals and text
- Assisting on the AW16 photoshoots, liaising with the photographer, make-up artists and models
- Assisting at blogger events, creating the goodie bags and marketing the event
- Running errands such as picking stock and packing orders
- Creating and maintaining strong relationships with bloggers and customers

### EVENTS DIRECTOR

#### JAN 2016 - MARCH 2016 / BIRMINGHAM CITY UNIVERSITY MODULE / BIRMINGHAM

As part of the university course, we have to completed a module called Events Management. Nominated as the Events Director by my own team, ultimately we were successful as we raised £1500 pro t for the charity, St Basils. My role was overseeing my team and being the main decision maker and keeping the team on track. Throughout the process my leadership was organised, and ensured all team members were following through with their jobs correctly and to the best of their ability. I also collated the nancials, regarding our profit margins, budget and forecast.

### VM INTERN

#### JUNE 2016 / GRADUATE FASHION WEEK / LONDON

- Assisting GFW team with install and set up of VIP and Media areas
- Assisting with signage and branding install throughout the building.
- Dressing previous winners mannequins for them, including Christopher Bailey from Burberry.

## EMPLOYMENT

### SUPERVISOR

#### JULY 2016 - PRESENT / TOMMY HILFIGER / BIRMINGHAM

- Ensuring fulfilment of the Tommy Hilfiger expectations such as maintaining the high standards on the shop floor
- Exceptional premium customer service skills
- Been left in charge to manage the team, a team of 15, setting them tasks, explaining targets we need to reach for the week and being the main point of contact
- Completing the weekly trade report and comp shops
- Ensuring my personal targets have been met
- Having regular training which includes learning knowledge of the garments, fabrics and fabric technology
- Using skills such as cash handling and cashing up at the beginning and end of the day

### SALES SUPPORT TEAM MEMBER

#### JULY 2016 / NEXT / MALVERN

Taken on as a temporary member of the sales support team, working on the shop floor as well as the stock room, covering key trading hours for the busy summer season sale. Jobs included being on the shop floor, as well as in the stock room replenishing stock. After a few days working at Next, I was offered a permanant position.

### SUPERVISOR

#### JULY 2016 - PRESENT / DAMSEL IN A DRESS & FENN WRIGHT MANSON / BIRMINGHAM

Although still fulfilling the same duties as a sales advisor, my extra roles as a supervisor were:

- Creating the rotas for our staff and ordering their uniform
- Generating the data report including weekly figures, competitors and bestsellers
- Updating the visual merchandising Regularly, taking over the manager position
- Going to London Head Office to review collections
- Ordering what products I felt we needed and what would sell
- Being supportive and motivating my team and ensuring targets are met
- Ownership of payroll, holidays and recruitment
- Working in different locations such as John Lewis Birmingham and Leicester when needed
- Ensuring high levels of customer service
- Cash handling and cashing up

### OFFICE ADMINISTRATOR

#### JUNE 2013 - SEPTEMBER 2014 / ARTHUR SPRIGGS & SONS LTD / TEWKESBURY

- Working in extremely busy office
- Multi-tasking with answering phones, working with customers and ensuring their happiness Being the main point of contact between the business and old and new customers
- Completed stock checking in the warehouse
- Completing customer queries
- Organising the drivers with their delivery routes and daily collection route planning

### HEAD WAITRESS

#### SEPTEMBER 2010 - MARCH 2013 / GUPSHILL MANOR / TEWKESBURY

- Regularly trained new employees and led groups when hosting big functions. This has helped improve my leadership skills and communication.
- Working in frequently hectic environment has taught me to remain calm in times of stress
- Represented the front of house staff
- Trusted with locking up with pub as well as payments, tills, stock checks and a trusted key holder

## REFERENCES

### GEMMA FENTON

Tommy Hilfiger Brand Concession Manager  
House of Fraser,  
Corporation Street,  
Birmingham  
B2 5JS  
07791671687  
HOF.Birmingham@Tommy.com

### ALISON RAPSEY

Fashion Business & Promotion Course Director  
The Parkside Building,  
5 Cardigan St,  
Birmingham  
B4 7BD  
0121 331 5000  
alison.rapsey@bcu.ac.uk