



Kiesha Hendricks

Personal Statement

A recent Fashion, Business and Promotion graduate with an interest in Visual Merchandising. My career aspirations are to have a creative role within the fashion industry. Having worked with premium and high street brands and completing a fashion business degree I have gained valuable and adaptable skills such as the ability to make decisions under pressure, analytical skills, communication skills and the ability to adapt in different situations.

Education

Birmingham City University.

Fashion, Business and Promotion:

- **Visual Merchandising:** I had to create and present a visual merchandising strategy in groups based on an innovative concept for Selfridge's department store tapping into ideas and behaviours that may be manifesting itself in other ways. My group also won the chance for our work to be showcased in Selfridges
- **Events Management:** Worked in a small group to put on a event to raise money for St Basils Charity, we raised £895 from putting on a pyjama party themed club event called Slumber Jam.
- **Marketing:** I had to select an existing brand that has the potential to improve. Through thorough investigation of the brand, I analysed their brand and improved their profile and sales through branding, digital marketing and PR. I chose to do a Manolo Blahnik and Swarovski Crystal collaboration.
- **Buying and Merchandising:** I worked with River Island to create a detailed range for SS16, I focused on creating a womens swimwear range using Adobe Illustrator and InDesign. In this module I also created a critical path via Microsoft Excel.

Matthew Boulton College:

BTEC Dance: Distinction

Stuart Bathurst High School:

GCSE

English: C

Maths: C

Science: C

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Skills:

- Adobe InDesign
- Adobe Illustrator
- Adobe Photoshop



Employment History

Tessuti: Sales Assistant

- I work with premium luxury brands such as Hugo Boss, Armarni, Vivienne Westwood, True Religion, Canada Goose, Android Homme, Love Moschino, Micheal Kors and Kenzo.
- Visual Merchandising: Mannequin dressing, window dressing and instore displays.
- I have gained supervisor skills due to training new members of staff on tills, delivery, product placement and outfit building.
- I work towards sales targets which requires me to have excellent product knowledge and be up to date on the latest trends and instore bestsellers.
- Serving and assisting customers providing product and fashion knowledge.

Topshop: Sales Assistant

- Opening a brand new store in Sutton Coldfield, having store opening experience I was able to work independently and also supervise other members of staff with the opening.
- Denim specialist: Organising and creating visual displays to increase product sales
- Serving and assisting customers
- Working in the stock room booking in delivery
- Stock replenishment

H&M: Sales Advisor

- I worked alongside managers, instore merchandisers and visual merchandisers to open the brand new store, where I gained experience in putting together shop fixtures, visual merchandising, window dressing and product placement.
- Visual merchandising: Mannequin dressing
- Serving and assisting customers
- Booking in delivery, working in the stock room and merchandising stock.

References

Sunny Aheer- Store Manager
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