



LEAH JULIUS

VISUAL MERCHANDISER

PERSONAL PROFILE

BA (HONS) in Fashion Business and promotion graduate from Birmingham City University. Two years fashion merchandising experience, currently a visual merchandising for Victoria's Secret Birmingham Bullring and aiming for a career in visual merchandising. I am a driven individual committed to learning in creative environments and applying knowledge from education to the visual merchandising industry.

SKILLS

- **IT literate** - Comfortably able to use programmes such as InDesign, Photoshop, Illustrator, word and excel.
- **Team worker** - I consider myself to be co-operative team player. I am supportive of others and confident in sharing my views and ideas.
- **Interpersonal skills**
Confident in listening, advising, Behaving professionally, assertive ness and being politically aware.

EDUCATION

BA (HONS) Fashion Business and promotion (2014-present) Birmingham City University, Cardigan Street, B4 7BD

- **6000 written dissertation** - For my third year final written dissertation I chose the topic of "hypersexualised marketing within the lingerie industry". This was a detailed study into the effects on women of all ages through both primary and secondary research.
- **Buying and Merchandising** - Using the aid of illustrator, Excel and InDesign to create a marketable clothing line for River Island. This was submitted with a printed business report were concepts such as the critical path and porters five forces.
- **Digital Marketing and PR** - Creating a digital marketing plan for a brand of our choice and displaying this through digital mock ups created on Photoshop and a written marketing plan.
- **Visual Merchandising** - Collaborating with Selfridges and working in small groups to create an in store visual concept to be presented to the managers of Selfridges.

A Levels

Cadbury Sixth Form college, Kings Norton, B38 8QT
• Three A-Levels A-C

GCSE'S

Turves Green Girls School, Northfield, B31 4BP
• Twelve GCSE'S A-C including English and Maths

CONTACTS

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SOCIAL MEDIA



Linked in - Leah Julius



EMPLOYMENT

2015-Sales support & Merchandising team

Victoria's Secret

- Creating visual floor maps in preparation for upcoming floorsets
- Participating in visual floor moves as part of a night team.
- Maintain visual standards throughout the day
- Conducting floor walks to ensure visual standards are in line with brand guidelines.
- On-boarding new staff
- Studying the company brand guide to ensure the stores stays current with visual standards and ideas.
- Using a genuine ability to listen and connect with our customers.
- Demonstrate Initiative and urgency in a fast paced environment.

2014-2015-August Waitress and Bartender 'The Irish centre'

- Similar Bar roles to those mentioned below.

2013-2014 Events & hospitality University of Birmingham Lucas house hotel

2012-2013 Bartender The Fountain Inn

- Cash and till operations.
- Ensuring Bar and working areas are stocked and well maintained.
- Serving and preparing food.
- Support in training and recruiting new staff.
- Following and assessing health and safety regulations.
- Engaging effectively as a team during busier periods.
- Locking up at the end of the business day.

2011-2012 Secretary The Foot Clinic Limited

- Providing secretarial and administrative support to the team of podiatrists.
- Summarising all incoming correspondence into patients medical records, and keeping them up to date.
- Helping arrange meetings and appointment requests.
- Drafting and typing letters and other documents.
- Administrating all incoming and outgoing post.

WORK EXPERIENCE

Two years (2015-16) at clothes show with Muubaa London.

Responsibilities included:

- Organising the visual presentation of the stand within the designer outlet to reflect the brand and stand out from other stands.
- Effectively communicating with customers in order to make sales
- Handling money for the day and cashing up total amount at the end of trading.
- Being placed on the stand alone while managing and organising a team.
- Keeping track of a stock list each day in order to follow sales and establish best sellers.
- Arriving early each day to set up the stand and maintain visual standards

REFERENCES

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