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Ellie Mahon



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## PROFILE

A confident, energetic and hardworking Fashion Business & Promotion Graduate aspiring for a career in the Marketing & Public Relations sector. With various knowledge on the range of sectors the industry has to offer through my degree education and over five years' experience in the retail sector, has allowed me to work on a professional basis.

## EDUCATION

### BIRMINGHAM CITY UNIVERSITY SEPT 2015- MAY 2018

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#### International Retailing

Evaluating a brand of choice to produce a business plan which included, market entry methods, internationalisation to new a country with considerations to macro & micro trends within the sector but also considering current affairs to outweigh pros and cons of internationalisation.

#### Buying & Merchandising

Creating a Spring/Summer range plan for Whistles. Considering methods such as critical paths to deliver correct time management skills and to also use CAD packages such as Illustrator and Photoshop to deliver a professional range plan outcome.

#### Marketing & PR

Selecting a brand of choice and to explore current marketing mix and to implement a new and innovative marketing strategy suited to their brand image and consumer.

#### Event Management

To start up a non- profit organization for St Basils Charity fundraiser evening. As Venue Liaison Manager, the roles included were to analyse and to visit a range of venues which were best suited for the event and what suited the theme of the evening. Other skills entailed were close careful negotiation skills with the venue owners.

#### Final Major Project

To execute and construct a thorough business plan with considerations of finances, marketing material, consumer and competitor analysis and looking into the market sector. With also to use relevant industry collaborators to help participate with my work.

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#### Btec Extended Diploma

Gloucestershire College, Cheltenham  
Fashion & Clothing  
DMM

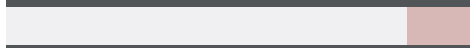
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#### GCSES

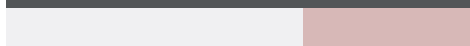
Cleeve Secondary School, Bishops Cleeve, Cheltenham.  
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## KEY SKILLS

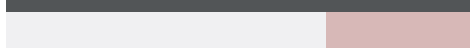
### In design



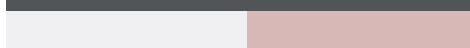
### Photoshop



### Excel



### Illustrator



## REFERENCES

### Alison Rapsey

Birmingham City University  
5 Cardigan Street  
Birmingham  
B47BD

Alison.Rapsey@bcu.ac.uk  
0121 331 7875

### Fran Pearce

Global Marketing Manager  
Superdry Head office

60, The Runnings  
Cheltenham GL51 9NW

Fran.Pearce@supergroup.co.uk

## WORK EXPERIENCE

### Visual Merchandiser Assistant Topshop Selfridges - Dec 2016

- Assisted the Topshop Concession Visual Merchandiser
- Participated in Stock movement
- Re-merchandising the Boutique section, identifying how to work a colour story throughout the trend and dressing the mannequin to fit new lines and to update the look.
- Choose and display outfits to be displayed on the outfit styling grid

### Marketing & PR Assistant Superdry Head Office - Nov 2016

- Assisting the social media manager to scout influencers on Instagram to collaborate for the athleisure campaign
- Cover all live content from the new opening store in Berlin on social media by collating consumer comments.
- Working closely with the European Marketing Manager within the admin section on Superdry's own admin platform Concrete.
- Conducted a piece for the upcoming sports update - which was later on used in the CEO meeting and signed off on the spot.
- Working closely with competitor research for Black Friday and the run up to Christmas

### Superdry Head Office - Jun 2015

- Assisted dressing models for the Global Sales Meeting runway show
- Make sure all models were ready on time and to be coherent with strict time settings

## EMPLOYMENT

### Topshop Dec 2012 - Present

Over my five years working for the brand I have worked in numerous stores within the brand such as Birmingham Bullring, Cheltenham & Selfridges concession. This has influenced my confidence to work within the Fashion sector. My roles within the job have included:

- Beauty brand specialist role - merchandising to current trend, replenishing, processing new lines and identifying best sellers from weekly reports.
- Operating cash desk
- Senior sales to help assist/cover team leader
- Fitting room styling specialist
- Use of order in store processing
- Assisted store visits & new store openings