

BETHANY-JANE HEENAN

FASHION BUSINESS & PROMOTION STUDENT

OVERVIEW

I AM A HIGHLY MOTIVATED INDIVIDUAL, WHO HAS A HUNGER FOR NEW EXPERIENCES AND TO LEARN NEW SKILLS THROUGH EVERY OPPORTUNITY. ENJOY WORKING INDEPENDENTLY AND AS PART OF A TEAM, I AM VERY PERSONABLE AND ALWAYS PROFESSIONAL IN MY APPROACH.

PERSONAL

DOB: 16.08.1996

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SOCIAL



uk.linkedin.com/in/bethany-heenan



twitter.com/Bethany_576



<https://uk.pinterest.com/bethanyheenan/>

EDUCATION

2015-2018 BIRMINGHAM CITY UNIVERSITY
FASHION BUSINESS & PROMOTION (BA HONS)

DIGITAL MARKETING, BRANDING & PR

- CREATING A MARKETING REPORT FOR FASHION BRAND, AMERICAN APPAREL, USING ADOBE INDESIGN.
- ANALYSING THE BRANDS IDENTITY, MARKETING MIX AND MARKET SEGMENTATION
- PRIMARY AND SECONDARY RESEARCH CONDUCTED FOR CONSUMER ANALYSIS AND COMPETITOR BENCH-MARKETING, TO PRODUCE A 12-MONTH MARKETING PLAN.
- MOCK-UPS CREATED THROUGH ADOBE PHOTOSHOP AND INDESIGN, TO VISUALLY SHOW THE USE OF SOCIAL MEDIA AND THE POP-UP STORE.

EVENTS MANAGEMENT

- WORKING IN A TEAM OF 8 TO CREATE AN EFFICIENT EVENTS BRAND AND HOST A FUNDRAISER EVENT FOR ST BASILS CHARITY.
- ASSIGNED THE SOCIAL MEDIA MANAGER ROLE, RESPONSIBILITIES INCLUDED; CREATION, MONITORING AND PUBLISHING OF CONTENT TO ALL THE BRANDS SOCIAL MEDIA CHANNELS. NETWORKING WITH INDUSTRY CONTACTS AND EVENT ATTENDEES, WHILE WORKING WITH THE MARKETING MANAGER TO MARKET THE EVENTS HELD.

PERSPECTIVES DISSERTATION

- EXPLORING THE DEFINITION OF 'BEAUTY' AND HOW CAN WE MAKE THE BEAUTY INDUSTRY A MORE POSITIVE AND INCLUSIVE EXPERIENCE FOR THE CONSUMER.
- RESEARCHING FURTHER INTO THE MARKET TO SEE IF ALL BRANDS ARE INCLUSIVE TO ALL ETHNICITIES.
- THE TREND OF NATURAL BEAUTY VS. IDEAL BEAUTY AUGURED THROUGH PRIMARY AND SECONDARY RESEARCH, WITH KEY TERMS OF ORGANIC AND FAKE BEAUTY.
- EXPLORING HOW SOCIAL MEDIA HAS INFLUENCED THE BEAUTY MARKET AND HOW CONSUMERS DEVELOP A RELATIONSHIP WITH BEAUTY BLOGGERS.

FINAL MAJOR PROJECT

- GENERATED AN INNOVATIVE CONCEPT SELF-REFLECTION ON PAST RESEARCH, IDEAS AND WORK. CREATING A NEW SKINCARE BRAND, THAT USES FOOD WASTE AT THE HEART OF ITS INGREDIENTS.
- JUSTIFICATION OF THE CONCEPT THROUGH A BUSINESS PLAN, DETAILING COMPETITORS, MARKETING, AND FINANCIALS PLANS.
- CREATING A WEBSITE FOR CONSUMERS TO SHOP THROUGH AND MOCK-UPS WITH ADOBE PHOTOSHOP AND INDESIGN.

2014-2015 LINCOLN COLLEGE
ART FOUNDATION DIPLOMA

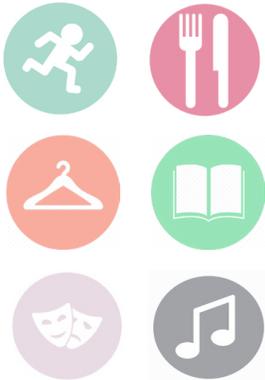
2012-2014 NORTH HYKEHAM JOINT SIXTH FORM
2 A LEVELS & 1 AS
ENGLISH LITERATURE & LANGUAGE
ART & DESIGN: TEXTILES
AS COMMUNICATION & CULTURE

2007-2012 BRANSTON COMMUNITY ACADEMY
6 GCSEs & 3 BTECs

SKILLS & TRAINING



INTERESTS



REFERENCES

ALISON RAPSEY
Course Leader
BA (Hons) Fashion Business &
Promotion
Birmingham City
University, B4 7BD
Alison.Rapsey@bcu.ac.uk

MIMI CHIMA
Account Manager
Guerlain
B5 4BL
msmimichima@gmail.com

EXPERIENCE

2017-2018 GUERLAIN

- SALES ASSISTANT
- VISUAL MERCHANDISING, PREPARING AND PRESENTING DISPLAYS.
- TEAM WORKING
- DEALING WITH CASH SALES
- RECONCILING THE DAY'S TRADE
- APPLYING AND SHOWCASING THE MAKE-UP

DELIVERING EXCEPTIONAL CUSTOMER SERVICE AND BRINGING BRAND LOYALTY. AS BEAUTY CONSULTANT FOR GUERLAIN, I AM WORKING WITH CUSTOMERS TO HELP THEM FIND THE RIGHT MAKE-UP, SKINCARE AND EVEN FRAGRANCE THAT THEY NEED.

2016-2017 SELFRIDGES

- SALES ASSISTANT
- VISUAL MERCHANDISING, PREPARING AND PRESENTING DISPLAYS.
- TEAM WORKING
- DEALING WITH CASH SALES
- RECONCILING THE DAY'S TRADE

DELIVERING EXTRAORDINARY CUSTOMER SERVICE AND BRINGING BRAND LOYALTY. AS BEAUTY ADVISOR ON BEAUTY WORKSHOP, I AM WORKING WITH CUSTOMERS TO HELP THEM FIND THE RIGHT MAKE-UP, SKINCARE AND EVEN HAIR PRODUCTS THAT THEY NEED.

2016 A.I.S

- INDESIGN SKILLS
- PHOTOSHOP SKILLS
- TEAM WORKING

WORKING WITH THE COMPANY, ASSOCIATED INDEPENDENT STORES LTD (AIS), WITHIN A GROUP TO DEVELOP HOW INDEPENDENT BRANDS CAN USE DIFFERENT TYPES OF SOCIAL MEDIA SUITABLE FOR 40+ CONSUMERS. DEVELOPING THIS RESEARCH FURTHER INTO WHICH PLATFORMS ARE BEST FOR EACH BRAND TO USE, CREATING A SOLUTION FOR INDEPENDENT BRANDS.

2016 BIRMINGHAM CITY UNIVERSITY

- MENTORING YOUNGER STUDENTS
- ENGAGING WITH STUDENTS ONLINE WITHIN CHATS, TO HELP ANSWER QUESTIONS AND GUIDE THEM IN THEIR TRANSITION TO UNIVERSITY.
- RUNNING SOCIAL MEDIA PAGES WITH OTHER MENTORS AND HELPING WITH SCHOOL AND FACULTY EVENTS.

SUPPORTING THE NEW STUDENTS THROUGHOUT THEIR INDUCTION AND PRE INDUCTION TO UNIVERSITY, MAKING SURE THAT THEY HAVE MAKE THE RIGHT CHOICE TO COME TO UNIVERSITY.

VOLUNTARY

2016 MUUBAA - CLOTHES SHOW LIVE

- BRAND PROMOTER
- BRAND REP
- TEAM WORKING
- DEALING WITH CASH SALES

VOLUNTEERING AT THE BIRMINGHAM CLOTHES SHOW WITH MUUBAA FOR A FEW DAYS, SELLING STOCK TO CUSTOMERS AT THE SHOW, PUTTING UP RAILS, TAKING PAYMENTS, KEEPING THE STAND TIDY, AND HELPING TO PACK UP PURCHASES TO HAPPY CUSTOMERS.

2012-2014 LINCOLNSHIRE & NOTTINGHAMSHIRE AIR AMBULANCE

- COMMUNICATING WITH CUSTOMERS
- SELLING GOODS
- DEALING WITH CASH SALES
- RECONCILING THE DAY'S TRADE
- VISUAL MERCHANDISING, PREPARING AND PRESENTING DISPLAYS. VOLUNTEERED AT THE AIR AMBULANCE CHARITY SHOP EVERY WEEKEND. VOLUNTEERING HELPED ME DEVELOP MY CONFIDENCE AND TAUGHT ME HOW TO HANDLE MANY SITUATIONS.