



Hannah Daisy Smith

“ I am a focused and driven professional with over 6 years experience working in retail, seeking a role within the music festival and events industry. My passion for events has evolved through the combination of event management and perspectives dissertation modules completed at university, which led to designing an innovative festival app during my Final Major Project. My personal enthusiasm for music and events makes me the ideal candidate for a position within this industry industries. ”

Education

BA (Hons) Fashion, Business and Promotion
Birmingham City University // 2015-2018

EVENT MANAGEMENT

- Event concept building to target a specific consumer audience -
- Teamwork, management and delegation of event roles and responsibility -
- Venue liaison and logistic management -
- Marketing manager role, promoting and developing marketing material -
- Professional targeted social media accounts and online networking -
- Fundraising, budgeting and fund management -

PERSPECTIVES DISSERTATION

- Self directed research into the rise in popularity of escapism in UK festivals -
- Strategic time management and organisation to achieve deadlines -
- Sourcing and conducting relevant primary research and interviews with festival brands and organisers -
- Completion of a coherent and aesthetic festival dissertation book -
- Analysis of a competitive festival market in the UK -
- Producing future recommendations for the competitive festival market -
- Development of a clear understanding of the financial situation of UK festivals -
- Proposing a potential business idea to take expand into a Final Major Project -

FINAL MAJOR PROJECT

- Development of an innovative augmented reality app, stemming from individual research conducted through dissertation -
- Branding and designing and App, through mock up's and marketing material using Adobe Photoshop and Illustrator -
- Prediction of 1st and 2nd year cash flow forecasts created in excel -
- Consideration of business financial forecasts and staffing management -
- Writing a commercially aware business plan coherent with the businesses brand and ethos -
- Developed skills and understanding of the operations of the festival industry -

Socials

Instagram -

Twitter -

BCU Portfolio // Hannah Daisy Smith -

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Profile

Recent graduate in Fashion, Business and Promotion at Birmingham City University, seeking a role in Event Mangement. I have accumulated extensive experience in a variety of retail environments and feel confident speaking and cooperating professionally with both staff and consumers from any corner of the globe.

Skills

- Adobe InDesign
- Adobe Photoshop
- Adobe Illustrator
- SketchUp
- Word
- Powerpoint
- Excel

Akeley Wood Senior School
// 2006-2012

9 GCSE qualifications A*-D passes

- Qualifications attained in Art, English Language, English Literature, Geography, ICT, Mathematics, Religious Studies, Science, Additional Studies and Textiles.

Amersham and Wycombe College
// 2012-2014

BTEC Extended Diploma & Photography AS Level

- Qualifications attained in Fine Art at Distinction Distinction, Merit, and grade D attained in Photography AS level.

- Linked In

- Pinterest

- Pearltrees

Past Employment

Part Time Sales Associate

HOUSE OF FRASER // 10/2012-10/2013

At the age of 16 my first role in retail as a part time sales assistant sparked my interest and passion for the industry whilst completing a Fine Art qualification at college. I began to understand the various roles required, and initiated my professional confidence with customers and colleagues.

RALPH LAUREN // 10/2013-06/2014

Working in the Bicester Village outlet centre was a huge learning experience for me. The store is fast pace and demanding, while also rewarding to be working for such a well known and well respected brand. I was required to communicate quickly and professionally with customers from all corners of the globe. Ralph Lauren in Bicester Village attracts an extremely high footfall each day, which at times can be challenging and intimidating, however this experiences has made me a more tolerant and adaptable employee.

URBAN OUTFITTERS // 10/2015-06/2018

Throughout my time at university, I maintained a part time position at Urban Outfitters in Birmingham City Centre. The experiences gained here have helped to shape me as the confident driven and reliable employee that I am now. My position here was the longest job role I have held, and being part of a team for a long period of time extended my roles withing the store, and I would happily get involved in training of new members of staff on the tills or daily stock deliveries.

Events Experience

COMMON WEALTH GAMES // JULY/AUGUST 2014

During the Common Wealth Games in Glasgow 2014 I had the opportunity to work as part of the retail team. This job taught me different elements of retail compared to working in a fashion store. I was involved in stocking in and out merchandise as well as being hands on with selling in the front of house. This role required me to work very long hours, often starting in the early hours in the morning through to late at night.

ST BASILS CHARITY EVENT // JAN/MAR 2017

A second experience working within events was through an events management module in which a charity 'rave bingo' event was held in Birmingham, designed to attract local students to get involved. This event required myself and my team to fund raise, organise and promote the entire event with a starting budget of £0. Through ticket sales and raffle purchases over £400 was raised and donated to the local homeless charity, St Basils. Each aspect of the event was managed by an individual member of the team, with my role being the marketing manager. This required me to be hands on with the marketing material, brainstorming and coming up with suitable strategy's to get as many customers through the door to our event to raise money.

Full Time Sales Associate

PRADA // 09/2014-04/2015

Working at Prada was my first full time retail position. The store required me to work hard and under pressure. Working for such a prestigious and luxurious label was something I still take great pride in. Working for a global luxury brand requires discipline, and the ability to conduct yourself in the correct manner that is expected of you by the brand and its customers. It was within this role that I felt I truly learnt how to sell and cater to customers with high expectations of the brand and the staff. This was also the first time I worked 40 hours a week. Getting to know the stock and collogues so intimately helped me appreciate the role every member of a team plays to reach the high demand of the stores goals.

Passions

Before I commenced university I had the opportunity to travel across South East Asia for four months. The experience taught me to be independent, to experience and absorb new cultures, and to be curious about every person and place that I am lucky enough to visit. The trip taught me to plan my time and my finances while also sparking a huge interest in me to see the world. This was a crucial time for me before university, where I learned to become adaptable and also appreciative of the lifestyle I have at home. Being able to travel before university helped me to feel truly ready to start higher education. These experiences also helped me realise that an eventual dream career goal would involved the opportunity of travel within the role.

Hobbies/Interests

Travel	Art
Running	Music
Designing	Fashion
Festivals	Sustainability

References

Alison Rapsey

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