

DEMI MCPHILLIPS

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PROFILE

About me

A BA (Hons) Fashion Business and Promotion graduate aspiring to have a career in Visual Merchandising / Styling. Throughout my degree have explored in depth a range of sectors within the fashion industry in preparation for a career within the industry. This has taught me a range of new skill sets along the way, as well as helped me identify my strengths and weaknesses and gave me a clear vision of the career path I want to pursue.

I have four years' worth of experience as a sales assistant in fashion retail, along with some work experience in other departments such as Visual Merchandising along the way as part of my educational journey.

During my spare time, I enjoy fashion blogging and attending events whether that is through my own interests or working alongside a brand/company.

EDUCATION

2016-2019 Birmingham City University

*Parkside Building, 5
Cardigan Street, B4
7RJ*

Fashion Business Context

- An understanding into the fashion industry, the different sectors and issues faced within the industry.
- A discussion of important issues on a global scale from – social, political, economic, environmental and technological factors that are defining the industry.

Trends Forecasting

- Transforming all information from the factors mentioned above in Fashion Business Context into a visual aesthetic to mirror future trends.
- Taking all that information into consideration, and understanding the process helps with identifying key drivers, their impacts and consequences and the consumer tribes within that key driver.

Visual Merchandising

- This module explores the shift in the retail environment currently and how it is being shaped for the future.
- An in-depth look into visual engagement and communication with customers in a retail space.
- We created a physical space mock up for the new Selfridges campaign for "Radical Luxury".

Marketing

- We learnt the techniques of persuasion, sales, and communication across different market sectors.
- Using these skills, we had to create an innovative marketing strategy for a brand of our choice.

Events Management

- We worked alongside St Basils charity, to raise money for the homeless.
- I was assigned Project Manager with responsibilities such as keeping note of all paperwork, organizing group meetings, monitoring and ensuring everyone is working to the task, resolving any issues faced, planning in depth to ensure preparation for the day and the event is as smooth running as possible.
- The module gave understanding on how funding and sponsorships work, the importance of budgeting and the hard work that goes on behind the scenes.

Dissertation

- A 6000-word essay and visual form of work exploring an area of personal interest.
- Primary and secondary research was used to gain better insight knowledge of my chosen topic "To explore how perceptions of sexual misconduct differentiates throughout various generations of individuals"

2013-2015

University College Birmingham

Level 3 Extended Diploma In Hospitality Management – DMM

2007-2013

Kingsbury School And Sports College

10 GCSE's (A-C)

EMPLOYMENT

2017-PRESENT

H&M

Sales Assistant / Visual
Merchandiser

It requires me to greet customers professionally and politely, and to help them along their purchasing journey within the store. Handling money on the till, upselling and reaching targets is also a main part of the job role. I have supported with Visual Merchandising within the store through my time there and I also have worked in depth 2 weeks as a visual merchandiser within the store to gain better knowledge of the role.

2015-2017

RIVER ISLAND

Sales Assistant

This is the same job role required of me as H&M, I have also worked along-side the visual merchandising team in this company as well.

PLACEMENT

2018 - H&M

Visual Merchandiser

I did a 2-week placement looking in depth into the visual merchandiser role, and the responsibilities that come with it. I worked very closely with a visual team who gave me the confidence to do things like 'picking' and 'rematching' on my own.

SKILLS

Photoshop Powerpoint
Indesign Excel
Word

REFERENCES

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