

## CONTACT

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MIAH  
ROSE  
ORME

## PERSONAL STATEMENT

A graduate in BA (Hons) Fashion Business & Promotion with over 2 years fashion retail experience and an additional 2 years in industry with experience in product development, buying and merchandising. Avid user of the Adobe creative suite, including Adobe InDesign, Photoshop and Illustrator, constantly learning and improving my creative skills through upkeep of my personal blog on a regular basis. With aims for a successful career within the fashion industry I am focussed and passionate about my work and determined to achieve the goals I set myself. I find sustainability plays a big role in my personal life and I seek to bring this into a working environment as well.

## TECHNICAL SKILLS

- Adobe Indesign
- Adobe Photoshop
- Adobe Illustrator
- Microsoft Office
- Sketchup
- Data Analysis
- Project Management
- Presentation skills
- Blogging

## OTHER ACHIEVEMENTS

Running an online Birmingham based blog featuring regular creative content around the topics of sustainability, fashion, design and lifestyle events.

Helped at a number of Marie Curie charity events, including a mountain climb in Morocco with fundraising and showing support at the start and finish line.

Organised a charity barn dance for St Basils charity, raising over £1,200 from a £0 budget.

## EDUCATION

### BIRMINGHAM CITY UNIVERSITY

2015 - 2019

#### FASHION, BUSINESS & PROMOTION BA (HONS)

This course is designed for the business side of the fashion industry, enhancing important trade skills through creative projects and interaction with industry experts.

**Fashion Buying and Merchandising** - Working with the brand Whistles- trend research, competitive shops, consumer analysis and product development was undertaken to produce a SS17 womenswear range plan, budget and critical path. Communicated through a visual creative package, showcasing 6 CAD garments to an industry standard, which was then presented directly to the brand for feedback.

**Trends Forecasting** - Creating a written and visual trend guide through research and analysis using WGSN and LS:N, identifying key drivers and PESTLE factors through cross-sector research to establish a macro-trend.

**Dissertation** - The future of sustainable fashion- an investigation into how the fashion sector will use certain key drivers to develop into an environmentally sustainable industry, looking at independent brands and retailers impact, and following the millennial consumer.

**Final Major Project** - Producing an independent publication called 'Mardy Mag' - an online and print magazine looking at sustainability, design, culture and millennials in Birmingham. A business plan was also produced looking at the market sector, consumer analysis, budget and overall business operations.

### WALTON SIXTH FORM

2013 - 2015

#### A-LEVELS

Fashion and Textiles- Art- Business- History (AS)

### FAIR OAK

2008 - 2013

#### GCSE'S

12 A\*- B (Including Maths, English, Science, Business, Textiles and Art).

## EMPLOYMENT

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### ASSISTANT MERCHANDISER

AUG 2018 - CURRENT

#### ASSOCIATED INDEPENDENT STORES (A.I.S) BUYING GROUP

- Working closely with senior buyers and other merchandisers to plan product ranges
- Managing budgets and spending throughout the season tailored to each individual store
- Negotiating quantities, costing and delivery time scales with suppliers to best benefit sales
- Managing levels and distribution of stock, offering replenishment and stock exchanges
- Analysing sell through levels, sales and current trends, reacting accordingly for stores
- Handling supply, distribution and product-based queries on behalf of stores and suppliers
- Organising POS, marketing materials and event help on behalf of stores with brand suppliers

### ASSISTANT PRODUCT DEVELOPER (INDUSTRY PLACEMENT)

JUL 2017 – AUG 2018

#### ASSOCIATED INDEPENDENT STORES (A.I.S) BUYING GROUP

- Involvement in product development meetings with suppliers, briefing and evolving new styles within the upcoming ranges, analysing past sales and current market trends
- Working closely with the junior product developer and designer, selecting colours and prints
- Sitting in range selections with buyers and presenting new additions to the range
- Progress chasing samples to arrive in time for shows and stock to arrive into stores when required, ensuring all tasks are completed efficiently in line with the critical path
- Involved in the INDX trade shows helping buyers, brands and agents
- Managing range plans, keeping updated with relevant season information such as sizing ratios, prices, materials, delivery dates and seasonal updates
- Running social media for First Avenue, Haworth and INDX shows, interacting with customers, stores, brands and creating a higher following
- Quality control and keeping show samples organised

### SALES SUPERVISOR/VISUAL MERCHANDISER

APR 2014 – FEB 2016

#### DOROTHY PERKINS & BURTON (ARCADIA GROUP)

- Working with customers, delivering high levels of customer service
- Replenishing and price checking stock
- Ensuring sales employees meet performance expectations, delegating tasks and instruction when required on the shop floor
- Confidently undertaking till transactions and money handling, including cashing up
- Managing new stock deliveries and organizing stock room rotations, meeting deadlines
- Ensuring a safe, secure and healthy work environment
- Performing floor walks to ensure standards are maintained throughout the day
- Merchandising shop floor displays and windows as per head office guidelines to maximize interest and product sales

## REFERENCES

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### ALISON RAPSEY

BCU Course Director  
Birmingham City University  
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### PAULA FOWLER

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