

EMMA MOORE

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PROFILE

A BA (Hons) Fashion Business and Promotion graduate seeking employment within Public Relations.

Throughout my degree I have studied an extensive range of subjects through various research and creative projects, to include; Marketing, PR, International Retailing, Visual Merchandising and Events Management.

Internships and group projects have given me hands on experience collaborating with a broad range of people and in addition, I have gained an in-depth understanding of MS Office and Adobe Creative Cloud software, possessing a complimentary mix of business, IT and creative skills.

CONNECT



bcuportfolio.com/emma-moore



linkedin.com/in/emmoore18



instagram.com/_emmamoorex

EDUCATION

» **BA (Hons) Fashion Business and Promotion 2017-2019**
Birmingham city University

» **Events Management and PR**

- . Working as part of a team to organise and execute a live music event to raise money and awareness for homeless charity St. Basils.
- . Assigned role of PR manager, responsible for writing and sending out press releases to local media, connecting with influencers, liaising with artists and venue manager and carrying out safety checks.

» **Visual Merchandising**

- . Collaborating with Selfridges to design a pop- up space that gave consumers an innovative and personalised luxury shopping experience.
- . Working within a team to digitally design the space and the concepts branding with Sketch up , to include window displays, sign-age, social media marketing and floor plans.
- . Carrying out consumer research to identify consumer needs and key drivers.
- . Developing brand awareness and adopting brand values to market for the Selfridges consumer.
- . Travelling to various venues for design inspiration and creating mood boards.

» **International Retailing**

- . Devising a business plan strategy to internationalise East End based brand Illustrated People into the American market.
- . Analysing the market and target consumer, identifying promotional strategies and key drivers and carrying out SWOT analysis for the brands current internal market.

» **Final Major Project**

- . Created and delivered a fluent and commercially viable concept with a supporting business plan, external collaborations and two creative final outcomes.
- . Outcomes included a physical publication and marketing booklet, aided with promotional video, social media content and branding.

» **BA (Hons) Buying and Merchandising 2016-2017**

- . The Manchester Metropolitan University
- . Buying, merchandising, trend forecasting, product awareness and development.

- » **John Willmott Sixth Form 2013-2016**
A level English Literature C
A level Double Applied Business CC
- » **Kingsbury School and Sports College 2008-2013**
Five GCSE'S grades D-B to include Maths and English
Four BTEC's to include Business Studies

EMPLOYMENT

- » **September 2018- Present: Monki | Sales Advisor**
Further developed retail knowledge and customer service skills.
Gained experience contributing to the opening of a brand new store and working within a team that developed strong relationships throughout the process.
- » **May 2018- August 2018: Schuh | Temp Sales Advisor**
Assisting customers on the shop floor with purchases and the trying on of shoes.
Maintaining standards and the overall presentation of the store.
Working towards sales targets that are set for each shift.
- » **November 2016- June 2017: Missguided Customer Resolutions Advisor at Missguided HQ**
Using in-house systems to process customer refunds and returns.
Investigating cases of lost/damaged/returned orders.
Liaising with the warehouse.
Hitting hourly targets for completing cases.

WORK EXPERIENCE

- » **May 2018- September 2018: El Monet | Fashion Intern**
Interning for Birmingham based womens wear brand El Monet when the brand was in the midst of launching a brand new line, gaining very hands on experience with the process.
Assisting with photo shoots, planning launch events, Meeting with potential influencer's and devising social media marketing strategies.
Being asked to continue to work with the brand and gaining the responsibility of spearheading the planning of future launch events and influencer collaborations.
- » **April 2018- May 2018: Vote Vintage | Fashion Intern**
Interning for independent vintage brand Vote Vintage, assisting in every aspect of the business.
Responsibilities including buying trips, photo shoots, steaming and prepping product for delivery and contributing to future creative direction and concepts.

VOLUNTEERING

- » **September 2014- September 2015: Bigga Fish | Street Team Member**
Street Team member for not-for-profit youth organization providing events for young people.
Responsibilities within this role included meetings with the team to come up with ideas for events and having to promote these events through social media and leaflet distribution.
Gaining initial hands-on experience and a great insight into event planning and promotion.

SKILLS



Indesign
Photoshop
Illustrator
After Effects
Premiere Pro



Word
PowerPoint
Excel

REFERENCES

Alison Rapsey
Course Director
The Parkside Building
5 Cardigan St,
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