

ELLA
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BA (HONS) FASHION BUSINESS AND PROMOTION

in ELLA COTTRELL

✉ ELLA.COTTRELL@MAIL.
BCU.AC.UK

📷 @ELLACOTTRELLDESIGN

ACHIEVEMENTS

- **2019** - Nominated to present final year work at London Graduate Fashion Week
- **2019** - Short-listed and selected to present final year work at Birmingham City University's 'SHIFT' Fashion Futures Conference
- **2018** - Won "Creative Student Of The Year" award at Birmingham City University
- **2019** - Part of The Selfridges' "Extraordinary People Club" for performance and sales
- **2018** - A Selfridges "Gold Performer" for sales

SKILLS



TRAVEL

South Africa, Spain, France, The Netherlands, London

PROFILE

Recently graduated in Fashion Business and Promotion, expecting to receive a first class (BA) honours degree. I thrive in a fast-paced environment and have a self-motivated hunger to learn new skills. A conscientious and professional nature has allowed me to flourish when reaching targets and building rapport with others. I am driven to utilise my knowledge and secure a career in Fashion Journalism or Digital Marketing.

MODULES AT BIRMINGHAM CITY UNIVERSITY

Final Major Project

'Men-tion'; an offline print publication and safe space that provides young men with revamped perspectives on mental health and masculinity. The creation of this concept was enticed by a series of key drivers, market sector trends and primary research, resulting in a final printed magazine, a style and branding book, a marketing strategy and business plan.

Perspectives Dissertation

A 6000 word essay that questioned and explored how fashion brands are driving gender diversity for Generation Z and how they may cater to the future needs of this group. Through close examination of primary and secondary research into consumer characteristics, market trends and historical theories, a digital and printed dissertation was produced with creative layout considered throughout.

Digital Marketing, Branding and Public Relations

A Marketing and PR strategy for a high-end sector clothing retailer in the form of a blog and strategy boards. The marketing mix, including the seven P's, SWOT and PESTLE analysis were utilised to gain an understanding of the brand and external factors. A series of Photoshop mock-ups and detailed report visualised the final outcome.

EDUCATION

John Kyrle High School
Attended 2009 - 2014
11 GCSE's: A - D

John Kyrle Sixth Form
Attended 2014 - 2016
A-Level Textiles - A*
A-Level Psychology - B
A-Level Theatre Studies - C

KEY QUALITIES

- Thorough Organisation
- Confident Communication Both Verbal and Written
- Tenacity and Leadership
- Acting on Initiative to Problem Solve
- Strong Work Ethic
- Energetic Team Player

HOBBIES & INTERESTS

- Photography
- Visual and Conceptual Content Writing
- Reading Non-Fiction Books
- Yoga and Meditation
- Cooking and Nutrition

REFERENCES

James Hardy, Department Manager
Ladies Designer Accessories
Selfridges, The Bullring,
Birmingham,
B5 4BP

✉ James.Hardy@selfridges.co.uk

Alison Rapsey, Course Leader
Birmingham City University,
The Parkside Building
5 Cardigan Street,
B4 7BD

✉ Alison.rapsey@bcu.ac.uk

Visual Merchandising

Collaborating with Selfridges to enhance their S/S 18 Radical Luxury concept, within a team. Key drivers, consumer awareness and market research contributed to the formation of the relaxation, pop-up space 'Elude'. Branding and trend analysis were fused into a report and CAD package.

Trends Forecasting

'Controlling Transition' - a concept developed through exploration into the macro trends that concerns the globe's increased climate crisis. Historical and commercial theories and the interpretation of trends across sectors, diffused itself into a research report and visual trend book.

EMPLOYMENT AND WORK EXPERIENCE

2017 to present - Sales Associate, Ladies Designer Accessories, Selfridges, The Bullring, Birmingham, B5 4BP

- Value's Ambassador: living and promoting brand values
- Working within an energetic team to reach targets
- Expanded product knowledge of luxury market sector
- Providing high quality customer experiences
- Till trained, stock management and day declarations
- Resolving customer complaints and queries

2018 - Public Relations Intern For Lavish Alice, 33 Irlam Business Centre, Soapstone Way, Irlam, M44 6RA

- Gained transferable skills and knowledge on Marketing and PR within a real-life environment
- Contributed creative flare and proactive suggestions for upcoming events and marketing
- Work produced highly commended by CEO, Lee Bloor
- Completed every set brief with high precision
- Furthered an understanding of commercial business

2012 - 2017: Sales Associate, Barista Woods of Whitchurch, The Square, Whitchurch, Ross on Wye, HR9 6DR

- Created marketing for seasonal calendar events
- Friendly and professional customer service level
- Access to safe for cashing up, with till training
- Managed a team and responsible for employee training
- Five commended pay rises