



Jessica Waters.

BA (hons) Fashion Business and Promotion Graduate with over 3 years management experience and broad industry practice across visual merchandising, social media and events.

Seeking entry level opportunities in buying.

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Jessica Waters

Who I Am.

At Work //

Focused | Enthusiastic | Organised

At Home //

Family Orientated | Dog Lover

Skills //

Adobe Photoshop | Indesign | Illustrator | Microsoft Excell | Word

Interests //

Nature | Walking | Fashion | Makeup | Social Media

Qualities //

Positive | Grounded | Creative

What I've Learned.

BA (hons) Fashion Business and Promotion || Birmingham City University || Sept 2016 - May 2019 || Key Modules

Buying & Merchandising |

The creation of a Spring/Summer range for retailer AllSaints included; evaluation of the brand, competitor research, trend and catwalk analysis, creation of CADs for final range, critical paths and phasing into stores.

Visual Merchandising |

Working alongside Selfridges Birmingham on a live brief, and as part of a team, a conceptual visual merchandising strategy was created for an upcoming campaign. The strategy was based around the bold aesthetic and history of brutalist architecture in Birmingham, and the piece has been selected to be showcased in store.

Trend Forecasting |

Through evaluation of the political climate, a trend of illuminated diversity was established and impacts were exhibited among varied sectors. Final development of the trend into womenswear was demonstrated in all aspects, from design to colour and fabrics.

International Retailing |

After evaluation of a company's current trading and marketing strategies a proposal for internationalisation into a foreign market was formed. LE PEST CO and SWOT analysis were used and a detailed plan for internationalisation was projected, including geographical market, market entry methods, contextual issues and key drivers.

Perspectives Dissertation | Morality Marketing: An exploration of the influence of politics and culture in Generation X and Generation Z's buying behaviour, within the retail sector.

Through comprehensive evaluation of primary and secondary sources, generational groups were cross-examined and cultural behaviour was analysed. Research offered insight into morality marketing, and new opportunities within family marketing.

What I've Achieved.

A-Level, Coleg Y Cymoedd 2012-2014 |

Grade A - Psychology, Sociology & Welsh Baccalaureate.
Grade B - Biology (AS-level)

Radyr Comprehensive 2007-2011 |

11 GCSE grades A*-B including;
Science A*, English A, I.T A & Mathematics B

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References.

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// Management

// Payroll

// Sales

// Customer Service

What I've Experienced.

OUTFIT Fashion || Merthyr Tydfil || Sept 2018 - Present || Sales Assistant

- Developing essential Customer relations, awareness in current trends, trained in the implementation of visual merchandising to promote new lines, responsibility of end of day sales and cash management.
- Consistently meeting and exceeding KPI's; personal targets such as generating online (IPOS) sales and the daily target of New Day Mastercard applications and accounts, aiding the management team in supporting all staff to achieve the same. Strong knowledge of successful retail operations; preparation of promotions and sales, processing deliveries and stock count.

The Tanning Shop || Shirley, Birmingham || Sept 2016 - Sept 2018 || Tanning Sales Consultant

Jecca Blac || Manchester || May 2017 - July 2017 || Marketing & PR Intern

- Liaising and building relationships with Press and influencers to establish a PR database of publishers and brand ambassadors. Strategic planning of social media includes creating content, giveaways and managing events.

SODA Events || Birmingham || Dec 2017- Feb 2018 || Marketing Manager

- As marketing manager, duties include brand development, design and creation of marketing material and the running of social media accounts.

River Island || Cardiff || June 2016 - Sept 2016 || Sales Assistant

- Keeping up to date with current lines and trends to support customers and achieve maximum store sales, rotating across the store where needed on cash desks, shop floor and replenishing, assisting on visual displays and fitting rooms.

Garlands Coffee House || Cardiff || Oct 2015 - June 2016 || General Manager

- Working closely with contractors and suppliers to ensure the visual and catering concept was a success. Interviewed and selected staff, managed pay roll and rotas, stock, tills and banking and customer satisfaction and events such as weddings and parties.

Pitch Bar & Eatery || Cardiff || Nov 2014 - Oct 2015 || Assistant Manager

- Supporting management and staff to achieve customer satisfaction through the selection and training of staff, monitoring and ordering of stock, organising of staff rotas and numbers required during big events within the city and providing cocktail making parties, weddings, etc requested by customers.

Nandos || Cardiff || Sept 2011 - 2014 || Host - Supervisor

