











JESSICA WISEMAN

FASHION BUSINESS AND PROMOTION GRADUATE



PROFILE

Efficient, optimistic and devoted individual graduating from Birmingham City University with a BA (Hons) Fashion Business and Promotion, I aspire towards a future of being involved within a fashion buying team. Previous experience of University collaborations with Selfridges, work placements with New Look and Tesco F&F additionally to my university degree has allowed me to acquire skills including excelling within a fast-paced environment, working effectively within group scenarios amongst utilisation of relevant software's. With capability to work under pressure and enthusiasm to further my knowledge, I strive towards being a part of an ever competitive yet rewarding industry.

CONTACT	EDUCATION
<p> Email Address jessica.wiseman@ mail.bcu.ac.uk</p> <p> Phone 07725713326</p> <p> LinkedIn Profile https://www.linkedin.com/in/ jessica-wiseman-6a1586144/</p>	<p>BA (Hons) Fashion Business and Promotion Birmingham City University Sept. 2016 – June 2019</p> <p>Buying and Merchandising</p> <p>Development of an in-depth SS18 range for mid-market retailer, AllSaints. Justification incorporating brand and consumer research, competitive shop plus design and product development enabled refinement of a 6-garment collection fully utilising CAD (Illustrator). Delivered with a professional pitch articulating consumer awareness, critical paths, and phasing into store.</p> <p>Final Major Project</p> <p>Extensive research and analysis upon the greatest health epidemic – loneliness – extracted by significantly researching student consumer behaviour, led to the creation of a new business strategy, Peachy. Articulated through a business plan, app and event utilising SketchUp and Adobe XD, business expertise was thoroughly incorporated including financial forecast, SWOT analysis and marketing collateral.</p> <p>International Retailing</p> <p>Articulation and justification of an internationalisation strategy for chosen brand, '& Other Stories' to internationalise within Switzerland. Consideration of contextual issues surrounding internationalisation including cultural proximity, push pull factors and the marketing strategy were undertaken to produce an innovative business strategy.</p> <p>Trend Forecasting</p> <p>Articulation of a new AW 18/19 macro trend based upon current key drivers, trend impacts and consumer behaviour. Visually interpreted, a trend book was executed to highlight the identified trend, 'Inconsistent World', through a synopsis, cross sector analysis plus trend future displaying shape, texture and fabric.</p>
<p>SKILLS</p> <p>Adobe</p> <p> InDesign  Photoshop  Illustrator</p> <p>Microsoft</p> <p> Word  PowerPoint  Excel</p> <p> SketchUp</p> <p>In-depth market, consumer and brand analysis</p> <p>Extensive knowledge of critical path analysis</p> <p>Profound experience in displaying confident presentations</p>	

EDUCATION	WORK EXPERIENCE
<p style="text-align: center;">A Levels Barclay School Sixth Form Sept. 2013 - June 2015</p> <p>Business (B) Economics (C) Mathematics (D)</p> <p style="text-align: center;">GCSE's Barclay School Sept. 2008 - June 2013</p> <p>11 A - C including Maths (A) English (A)</p>	<p style="text-align: center;">Women's Wide Fit Footwear Buying New Look Head Office, London May 2018</p> <p>Efficiently undertook a 3-week placement at New Look supporting the Buyers Administrative Assistant upon the 'Women's Wide Fit Footwear' department. Responsibilities included:</p> <p style="text-align: center;">Accompanying various meetings with the buying team Order sign off, fit sessions, looks and materials, 3rd party order sign off (ASOS) plus commitment</p> <p style="text-align: center;">Assisting the buying team with daily fundamentals Preparing meeting rooms, organising new/existing stock plus segregating post received daily across the whole department</p>
<p style="text-align: center;">PERSONAL SKILLS</p> <p>Excellent communication skills</p> <p>Capability to work with stringent deadlines</p> <p>Trustworthy</p> <p>Exceptional time management</p> <p>Team player</p> <p>Organised</p> <p>Confidence working individually</p>	<p style="text-align: center;">Accomplishing administrative tasks for the buying team Updating the e-com tracker, adding new stock to BMD images, BA'ing orders plus raising purchased/new orders</p> <p style="text-align: center;">Successfully executing buying reports Competitive shop, basket analysis, Instagram report plus customer profiles</p> <p style="text-align: center;">Development of buying terminology Commitment, FOB, buying cycle plus cover weeks etc</p> <p style="text-align: center;">Women's Footwear Buying Tesco F&F Head Office, Hatfield July 2012</p> <p style="text-align: center;">Supporting the buying team with daily essentials Preparing meeting rooms, arranging all new/existing stock plus segregating daily post received</p> <p style="text-align: center;">Formation of strong relationships with team members Communicating within department meetings with diverse members across different departments</p>
<p style="text-align: center;">REFERENCES</p>	<p style="text-align: center;">EMPLOYMENT</p>
<p style="text-align: center;">Hannah Chapman Buyers Administrative Assistant New Look</p> <p>Hannah.Chapman@Newlook.com</p> <p style="text-align: center;">Alison Rapsey Course Director Birmingham City University</p> <p>Alison.Rapsey@bcu.ac.uk</p>	<p style="text-align: center;">Sales Assistant/Supervisor Simmons Bakers, Hertfordshire May 2013 - Sept. 2018</p> <p style="text-align: center;">Establishment of a strong customer awareness Focus upon proposing an excellent tailored service to all customers demands</p> <p style="text-align: center;">Accomplishment of targets arranged Focus upon meeting all sale targets met to the companies' visions and expectations</p> <p style="text-align: center;">Supervisory responsibility throughout employment Managerial leadership, accountability of money plus running the store maturely</p>