



## CONTACT DETAILS

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## PERSONAL PROFILE


I am a graduate in BA (Hons) Fashion Business and Promotion seeking to work in international Business and Marketing.

This aspiration originates from my upbringing. I was born in Glasgow, Scotland, and grew up in Toulouse, France. I am fully bilingual in French and English with conversational Spanish.


University has sharpened my organisation and time management skills with written reports, group work and oral presentations. Alongside my degree, my part-time job has taught me leadership and communication skills through daily tasks and targets to achieve.

## DIGITAL SKILLS

 Adobe Indesign

 Adobe Illustrator

 Adobe Xd

 Adobe Photoshop

 Adobe Premiere Pro

 Microsoft Excel

 Microsoft Power Point

 Microsoft Word

## LANGUAGES

Fluent English

Fluent French

Conversational Spanish

## EDUCATION & DIPLOMAS

### BA(HONS) Fashion Business and Promotion

Birmingham City University, England (2016 - 2019)

### FINAL MAJOR PROJECT

Created an interactive marketing campaign for existing brand Topshop to incorporate experience within their marketing strategy and satisfy consumer demands. Produced an extension to the current Topshop app, marketing timeline, marketing material, financial viability and execution plan.

- Collaborated with photographer, videographer, illustrator and models.
- Business Plan
- Unique Selling Point
- Design and creation of a innovative concept

### DISSERTATION

Comprehensive and interdependent research into the arising of the experience economy. Exploring millennials changing buying behaviours and their role in the rise of the experience economy. Using various methods to identify the effects these factors have on the disruption of the retail landscape.

- Literature Review
- Market Driven Application and Solutions
- Critical Analysis
- Synthesize Key Findings

### INTERNATIONAL RETAILING

Internationalised the American salad bar company Sweet Green by bringing it to Birmingham, England. Used primary and secondary research throughout the report to create a qualitative and quantitative report.

- Swot Analysis
- Consumer Profile
- Market Sector Analysis
- Annual GDP Growth Rate

### EVENTS MANAGEMENT

Conducted 2 months of fundraising consisting of bake sales, car wash, glitter stands and more. Resulting in the creation of a themed student oriented event with live jazz music. Catering for over 100 guests and raising £900 for St Basils charity. Main role was financial advisor in order for the event to have the correct finances.

- Fundraising
- Team Work
- Fund Management
- Liaising with external bodies

### Economics and Social Sciences International Baccalaureate - *Mention Bien*

Lycee International Victor Hugo, France (2011 - 2014)

### Brevet Des Colleges - *Mention Tres Bien*

College International Victor Hugo, France (2007 - 2011)

## EMPLOYMENT & SKILLS ACHIEVED

### Team Leader & Recruitment and Training

Topman Bullring (September 2018 - Current)

- Giving and Receiving Constructive Feedback
- Approachability and Availability
- Taking Responsibility

### Assistant Aquatics Director

Capital Camps USA (Summer 2018)

- Directing a team of lifeguards
- Organisation & Dedication
- Finding solutions

### Office Placement

Topman/Topshop Bullring (May 2018)

- Leadership skills
- Reading KPI's in order to improve
- Giving support to managers

### Lifeguard & Cabin Counsellor

Capital Camps USA (Summer 2017)

- Excellent level of concentration
- Selflessness & Initiative
- Positive role modelling & Creativity

### Sales Assistant

Topman Bullring (September 2016 - May 2017)

- Product Knowledge
- Business Awareness
- Problem Solving

### Cabin Crew

British Airways (January 2015 - August 2016)

- Ability to remain calm in emergency situations
- Confidence and easy communication
- Good literacy and numeracy

### Sales Assistant

Supermarket (September 2014 - January 2015)

- Point of Sale
- Cash Management
- Excellent customer service

### Swimming Coach

Cugnax Swimming Club (August 2011 - August 2014)

- Perseverance
- Organisation
- Flexibility to meet changing demands

## PERSONAL SKILLS

Motivation Time Management

Multi Tasking Communication

Organisation Critical Thinking

Leadership Problem Solving

## ACHIEVEMENTS

University Visual Merchandising Project presented to Selfridges VM team & chosen to be displayed within Selfridges.


Raised over £900 for St Basils Charity in Birmingham

Student representative for University throughout the course

National Swimming title 2011

## INTERESTS


 Swimming

 Lifeguarding

 Travel

 Charity Work

 Dog Care

 Fashion

## ADDITIONAL INFORMATION

Full Drivers Licence

Red Cross American Lifeguard

First Aid Trained

## REFERENCES

Alison Rapsey  
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