


Amy Jones

Personal Profile


Fashion Business and Promotion graduate at Birmingham City University. Looking to secure a roll within marketing sector. During my time at university was required to do a variation of different modules all linked with fashion business and promotion. Having the opportunity to learn a wide range of modules has gave me knowledge in all aspects of fashion business. I have gained a wide range of skills but excel in my creative design and using soft wears such as Adobe Illustrator, Photoshop, XD and InDesign.

Contact Information

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Education

Birmingham City University

BA hons Fashion Business and promotion 2016 - 2019

During my time at university I am required to do a variation of different modules all linked with fashion business and promotion. Having the opportunity to learn a wide range of modules has gave me knowledge in all aspects of fashion business.

Buying and merchandising 2:1

Design and created a collection of cads using Adobe Illustrator
Looked at furfure trends using WGSN

International retailing 2:1

Analysing brand of choice
Produced a business proposal outlining the strategic plan to expand brand into international market of choice

Visual Merchandising 2:1

Worked in a team of 5
Created a visual space using SketchUp

Priestly Collage

BTEC Art and Design (Distinction Distinction Merit)
Sept 2014 - June 2016

Birchwood High School

Maths, Textiles, Drama
Art, health + Social(B)

Skills

- Word
- Powerpoint
- Excel
- Adobe
- Photo Shop
- Indesign
- Illustrator
- After Effects
- Sketchup
- Team Leader
- Customer Service

Employment

Key Holder

May 2017 - Current Calvin Klein/Mailbox Birmingham

During my employment at Calvin Klein I have gained experience working with customers one on one as I provide bra fits and personal shopping experience with each customer. Being a key holder has given me the skills to manage a shop floor as some shifts I would be team leader organising staff members, dealing with customers and cashing and locking up the store.

General Assistant

Oct 2016 - Dec 2016 Victoria's Secret/Bullring Birmingham

Working at Victoria's Secret was great for me as I gained lots of experience in a fast paced environment and connecting with a wide range of customers. Working here massively improved my selling skills as I helped customers of all ages and gender find what they were looking for and helped them on their journey making each in-store experience as pleasant as possible.

Sales Advisor

Oct 2015 - Jan 2016 Debenhams/Warrington

I previously worked as a Sales Advisor on Womenswear at Debenhams. Through working at Debenhams I attained a strong attention to detail and improved my ability to meet tight deadlines by hitting sales targets.

Sales Assistant

Oct 2014 - Sept 2016/Home Bargains/Warrington

One of my main roles at this company was visual merchandising, this includes me re-merchandising full isles to improve the store's presentation. I have also taken on managerial responsibilities such as helping bank cash, giving people orders and organising shifts to ensure that they run smoothly.

Work experience

Dollydaydream boutique
7th-21st May 2018

As part of my experience I followed the manager of a boutique round when she went buying at the wholesales Manchester. I watched and worked with her whilst she picked out current season garments that would work well together within a collection. We also considered current and upcoming trends. Whilst buying we had to consider budget for that season. For each garment we worked out the recommended retail price on the selected products which then enabled us to work out the cost to see if we were likely to make a profit. I gained a lot from this experience and really enjoyed getting involved and being able to contribute my ideas.

References

Emma Matts-Chan
Store manager
Calvin Klein
07858366205

Alison Rapsey
Course leader
Birmingham City University
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