

ISOBELL CARR - JOHNSON

FASHION AND BUSINESS STUDENT

## ABOUT ME

D:O:B 14th February 1996  
Address: 22 Street Name  
: Town/ City  
: State/ Country  
: Zip/ Postal Code

Motivated fashion and business-oriented soon graduated with aspirations of entering the fast-paced fashion industry. Strong academic performer and active in many extracurricular activities. Seeks fashion buyer position with an established retail brand

**Education**  
**Ba(Hons) Fashion Business & Promotion**  
**Birmingham City University 2015 – 2019**

### **Buying and Merchandising**

**Dissertation** - A comprehensive and independent investigation into the perceptions of body shaming in the 21st century exploring the social, historical and cultural effects.  
Used various methodologies, to identify the influence on millennial male and female and demonstrated the understanding and relationships between practice and theory.

**Events Management** - Organized and managed an live event 90's themed event inspired by George Micheal raising over £700 for St Basils charity.  
Created an event plan ensuring crisis management and detailing marketing, promotion, PR and finance whilst considering the target market, venue and legal requirements.  
Working in a team, responsibilities included developing marketing collateral for all social media platforms and liaising with industry experts for events sponsorships.

**Final Major Project** - Continuing on from the dissertation research, developed and created my own brief. Communicating a future website and app concept for plus size millennials to support and help people who suffer from body shaming  
Produced an 20000 word business plan outlining the business-  
es twelve month financial background plan

## SKILLS

ADOBE SOFTWARE

EDEXEL

POWERPOINT

WORD

SKETCHUP

## CONTACT

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### Fashion and Clothing - Extended Diploma

Level 3 Equivalent B,B Sandwell Campus 2012-2014

### Uniformed Services - Extended Dipolma

Level 2 Merit, Merit James Watt College 2010 - 2011

### GCSE's - 9 GCSE's A-C (1 A's, 2 B's, 6 C's)

John Willmott School 2006 - 2011

### Experiences

#### Oasis Clothing:

#### Sales Advisor:

Current place of work:

Skilled sales advisor focused on maximizing sales by meeting weekly, monthly, quarterly & annual targets. Dedicated professional with belief that consistency and dedication build the most successful partnerships. Successful at working with different types of roles within place of work i.e Ensure high levels of customer satisfaction through excellent sales service

- Maintain outstanding store condition and visual merchandising standards
- Maintain a fully stocked store
- Ascertain customers' needs and wants
- Recommend and display items that match customer needs
- Welcome and greet customers
- Manage point-of-sale processes
- Actively involve in the receiving of new shipments
- Keep up to date with product information
- Accurately describe product features and benefits
- Follow all companies policies and procedures

### Experiences

#### Greenspring Training Center Administrative Assistant

07/2015- 05/2017

As an skilled administrator there was a great deal of multi-tasking. Working with teams, oversee the operations within the company, manage groups, coordinate with management and engage in planning according to the needs of the company. If there were office resource or administrative issues, I was the person expected to deal with them.

#### Duties:

- Management of office equipment
- Maintaining a clean and enjoyable working environment
- Handling external or internal communication or management systems
- Managing clerical or other administrative staff
- Organizing, arranging and coordinating meetings
- Sorting and distributing incoming and outgoing post

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