

KATIE WOODHALL

CONTACT



Katie.woodhall@mail.bcu.ac.uk
Kate_woodelle@hotmail.com

PERSONAL

I have recently finished studying a Fashion Business and Promotions degree at Birmingham City University, through this I have gained skills in Indesign, Illustrator and Photoshop alongside a broader knowledge of the fashion industry. After completing my 3 years of university, I concluded that marketing was the career path I wanted to go down.

KEY SKILLS

-Time management
-Excel, word, Photoshop, Illustrator, Indesign
-Team work
-Analytical
-Creative
-Negotiation
-Understanding of marketing strategies

Education

BA (HONS) FASHION BUSINESS AND PROMOTIONS

September 2016 - July 2019
Birmingham City University

Buying and Merchandising Module

This module introduced me to the buying and merchandising principles, which contribute to fashion business practice. The project was for retailer All Saints and required me to develop a detailed range of clothing within one department for SS18.

- Completed brand and market research
 - Researched key trends and completed trend analysis
 - Created an in depth comp shop of All Saints current competitors
 - Designed a new dress range, via Adobe Illustrator, and created 6 CAD dresses
 - Development of a critical path, including lead times, for the new SS18 dress range
- I was then required to articulate my findings to support and justify my range through a professionally presented pitch to my lecturers.

Digital Marketing, Branding and PR Module

In this module I was required to select an existing brand (I chose George at Asda) that has the potential to improve through thorough investigation.

- I completed consumer analysis and brand identity through SWOT and PEST analysis
- Investigated previous brands campaigns and explored the promotional mix
- Researched their current competitors and compared marketing and PR strategies.
- Created social media mocks, magazine articles and new branding using Photoshop and Indesign,
- I put together my marketing story across 5 boards with detailed annotation.

Event Mangement Module

This module had a heavy focus on team work as we were required to work in groups of 8 to fundraise and organise a live event with all proceeds going to St Basils youth homeless charity.

- In charge of fundraising and raising enough money to pay for event
- Negotiated with local businesses for free food to sell at university and make maximum profit
- Contacted local businesses to donate raffle prizes for our raffle to ensure extra sales on the night of event

We had donations from Greggs, Lolas Cupcakes, The New Rep Theatre, Bowling complex, Bill's restaurant voucher and a spa treatment.

MATTHEW BOULTON COLLEGE 2007-2009

BTEC National Diploma Media Moving Image MMM
Key Skills Numeracy PASS

Hodge Hill Mixed Secondary School 2002-2007

8 GCSE passes including English and Maths

KATIE WOODHALL

Employment

PDSA

Online Product lister April 2019-Present

- Research donated products to discover any value
- Meet daily listing targets and in turn weekly sales targets
- Photograph products and write accurate descriptions

Debenhams

October 2010- August 2014

Debenhams sales advisor

August 2014- June 2016

Debenhams Senior sales

- Responsibility of running the floor when supervisor/manager are in meetings or absent
- Key holder- the responsibility to accept returns and change prices where needed
- Handling money at the till point including cashing up
- Product Knowledge across the store- including home, womenswear and menswear
- Inputting data onto the online order system; looking up customers' orders and creating orders
- Offer accounts to new and existing customers, meeting targets set by supervisor or manager
- Stock control
- Answer calls and assist customers with their queries in a polite and helpful telephone manner

Work Experience

Debenhams head office 2 week work placement May 2018

This was my first work experience in a Buying/Merchandising environment and here i observed and assisted with day to day taks within the office alongside gaining some Insight and knowledge in the business.

- Creating comp shop reports
- Assiting with fit sessions
- Steaming clothes
- Helped with sign offs
- Organising sample cupboards
- Reorganising filing system

References

Alison Rapsey
Course Director
Birmingham City University
Cardigan Street
B4 7BD

Claire Ennis
Debenhams Manager
07985687733
Claireennis@aol.com

Additional information

I am a mature student who is self motivated and looking to self improve and gain valuable skills and work experience to enable me to succeed and be successful in my future career.

I am responsible, friendly, helpful and an excellent team player with the ability to retain information quickly and build up rapport with colleagues.
I also have experience being in charge and leading a team successfully.

Interests

