

MEGAN CRAFER

PROFILE



Final year Student studying Fashion Business and Promotion, looking to gain invaluable experience and knowledge in order to progress in a future career in my Buying and Merchandising. On target for 1:1 classification, I'm a dedicated and creatively driven individual, eager to learn and acquire new skills to further develop my knowledge and existing transferable skills to benefit my success. Through customer facing roles I have already developed good transferable skills and experience which I have deployed across different business sectors. I am comfortable in taking on responsibility working alone or as part of a team. I am always looking out for the potential to progress and build a long-term career path.

CONTACT

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 BCU PORFOLIO - Megan Crafer

EDUCATION

SEPT 2016 – PRESENT

Birmingham City University
Fashion and Business
Promotion Degree

SEPT 2015 – MAY 2016

Cambridge Regional College
BTEC diploma Foundation
Course in Art and Design -
Focusing on Fashion

SEPT 2007 – JUNE 2015

St. Ivo School
A Level: Travel & Tourism,
Business Studies, Textiles,
French - Foreign Language at
Work Course (FLAW)

GCSEs attained C and above

Textiles, Business Studies,
French, and Geography, Maths,
English Language & Literature,
Science, Additional Science,
PSHE and ICT.

EDUCATION

SEPT 2016 – PRESENT

Fashion and Business Promotion Degree – on target for 1:1
Birmingham City University Modules include:

BUYING AND MERCHANDISING

Developed a detailed SS18 womenswear dress range for high street retailer All Saints with compiling a competitive shop report, trend direction, design and colour development. Adobe software, Illustrator and Photoshop was used to create and design the CADs. From understanding the aesthetics of the brand, analysing consumer demands and market trends, a final product range plan was developed. Costings and critical path development were applied to show ensure deadlines are met.

MARKETING, BRANDING AND PR

Created a marketing report for retail brand M&S using Adobe software, analysing their current brand identity, marketing mix and market segmentation. Consumer analysis and competitor benchmarking was used to produce a 12 month marketing plan. This included mock-ups that depicted the plan visually, with instore events to celebrity endorsement.

DISSERTATION

A comprehensive and independent investigation into the resale market using various primary and secondary research techniques to synthesis and explore chosen topic. Analysis reports from ThredUP and Forbes, this helped to explore the rise in the resale market, identifying the resale market within the different fashion sectors, exploring the impacts of secondhand on brands and to summarise the potential developments within the resale market.

FINAL MAJOR PROJECT

Following on from my dissertation research, developed and created my own project brief through self-reflection on past work research and ideas. Communicating a reselling platform for the luxury brand Louis Vuitton, supporting the official app and website in the reselling of its own preowned items. Justification of the concept through a business plan, detailing the target market, competitors, financials, marketing plan with mock-ups with a final outcome of the reselling app and website prototype. Collaborated with graphic design student and industry expert to assist with my project.

MEGAN CRAFER

SKILLS

- Microsoft packages
- Photoshop
- Illustrator
- InDesign
- CAD
- Magento

EXPERTISE

- Ecommerce
- Fashion Buying
- Retail
- Marketing
- Graphic Design
- Event Management

ACHIEVEMENTS

Studied abroad in Milan

Chosen to present at student SHIFT conference

Tough Mudder

INTERESTS

- Regular member at the gym because I like to stay fit and healthy, attending classes and other activities such as swimming and running
- I am part of the dance society competition team, with weekly training for competition alongside socials
- I have an interest in fashion and shopping, keeping up to date with the trends.
- Using my free time to travel, exploring different areas and countries

EXPERIENCE

Sales Associate – Oasis Clothing MARCH 2019 – PRESENT

- Assisting with personal styling
- Advice and guidance on product selection
- Assisted in visual merchandising and store layout

Made Jewellery - Ecommerce Intern SEPT 2018 – DEC 2018

- Stock management responsibilities
- Processing customer orders
- B2B marketing and managing business programme
- Stock management to website
- Catalogue management
- Stock level reports and reordering
- Sales/ revenue of costs
- Order transactions (consumer level)

Event Executive at DHL Inside track JUNE 2017 – SEPT 2017

- Planning activities within multiple events
- Liaising with clients and employees
- Managing suppliers and contacts
- Providing quotations for events to clients/dealers
- Monitoring costs between accounts and operations team
- Dealing with disputes from clients
- Organising logistics

Next Sales Assistant JUNE 2016 – JAN 2017

- Customer service and assisting enquiries
- Cash handling
- Replenish merchandise
- Returns

Event Assistant – Cambridge Style Week MAY 2016 – JUNE 2016

- Organising fashion shows
- Collating outfits
- Marketing and advertising events

REFERENCES

Alison Rapsey - Course Director
0121 331 5000

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Birmingham City University, The Parkside Building, Cardigan Street, B4 7BD

Yvonne Cugin - Made Jewellery Manager

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