



BETHANY DYKE

FASHION BUSINESS GRADUATE

CONTACT



Room B Flat 806
Staniforth House
Staniforth Street
Birmingham
B4 7DN



07786077128



bethanylareudyke@gmail.com

EDUCATION



Birmingham City University
The Parkside Building
5 Cardigan Street
Birmingham
B4 7BD
0121 331 5000



Wyndham College
Wyndham
Norfolk
NR18 9SZ
01953 609000

SKILLS

- Photoshop
- Illustrator
- InDesign
- Microsoft Office
- Sketchup
- Sketchup

ABOUT ME

Fashion Business Graduate currently seeking a career within promotional sectors, with a strong interest in marketing, public relations and social media. Throughout my final year at University my work has been heavily focused on topics surrounding inclusivity and diversity within the beauty and fashion industry. I have explored a range of subjects from Public Relations, to Branding and Marketing all of which are based upon commercial studies. Focus during my projects has been heavily set on analysis of consumer behaviour to ensure the development of innovative strategies. During my time at University I have recognised my ability to take Creative Direction and lead a team of Graphic Designers, Videographers, Photographers and Make-up Artists to work on large projects. This as well as a variety of work experience in luxury fashion retail has greatly strengthened my communication and teamwork skills.

EDUCATION

BA (hons) Fashion Business and Promotion

2016- 2019

Digital Marketing, Branding & PR

Created a dynamic strategy to improve Cath Kidstons existing marketing approach by analysing their company to improve their profile and sales through branding, marketing and PR. Was able to recognise that the company could potentially cater to a larger global audience through campaigns and collaborations with other brands.

Dissertation

Topic: "Is Disability Hidden in Fashion?"

Produced an independent and extensive investigation to discuss the representation of disability within this fashion industry and to determine whether inclusivity is being achieved within the UK. To goal was to understand the narrative of a community by exploring obstacles and challenges that they face. Thorough primary research was carried out in the form of interviews and focus groups; participants were highly influential in this field.

Dissertation

Created a make-up line with adaptations to cater for those with disabilities within Benefit Cosmetics.

A campaign was created surrounding the products that included promotional videos and marketing content for all social media; this is where industry experts such as Graphic Designers were collaborated with to turn this project into a reality. The aim of the project was to empower disabled make-up lovers as well as raise awareness. A business plan detailing a marketing strategy and financial forecast was also produced.

Qualification Type: A Level

2014 - 2015

Sociology - Grade: B Philosophy & Ethics - Grade: B Media Studies - Grade: C

Qualification Type: GCSE

2013 - 2014

10 - Grade: A*-C

Including - English, Maths and German

WORK EXPERIENCE

Delicious PR

2018

My time as an Intern at Delicious PR was one where I gained a crucial understanding of the PR industry. During this period I worked with well-established companies such as LA Skin and Surreal Vapes to produce social media content and liaise with influencers on their behalf for sponsored posts and collaborations. I learnt what it takes to successfully organise and run an event, which not only creates brand awareness and exposure but enables companies to reconnect with customers and engage with an audience. I was lucky enough to work on the launch night for Thai Express in the Bullring, Birmingham, where I had to meet deadlines and make crucial decisions in order for the event to run smoothly. The event was covered by BBC Midlands and after the occasion, I was able to develop my writing and communication skills through the task of writing a press release.

Gusto Resturant and Bar

2018

At Gusto I had the opportunity to shadow the Business Development Manager allowing me to gain an understanding of the daily tasks of someone of high importance within the company. I had total control over the social media content produced by the restaurant for 2 weeks where I was able to use my own photography and designs. I learnt how to successfully deal with corporate clients in an appropriate manner, something that I had not come across before. I also helped run an event in collaboration with the make-up brand Urban Decay where a brunch was provided to promote their new range of products.

EMPLOYMENT

Selfridges & Co.

2018- Present

Designer Accessories Assistant

- Provide a quality customer experience as well as exceptional customer service.
- Meet weekly and monthly sales targets.
- Have a great level of product knowledge.
- Worked with a variety of brands from Mulberry to YSL.
- Gained a client base and built relationships with returning customers.
- Understand the importance of the luxury market within the fashion industry.

Oasis

2017 - 2018

Sales Assistant

- Lead personal shopping experiences, this can involve styling several customers at a time whilst catering to their different needs.
- Serving at the till, helping to ensure that the end of the day figures are collated.
- Encouraging shoppers to purchase an Oasis store card, which offer different promotions every month.
- Advising customers on the fitting rooms by following key trends and offering add on sales.
- Aid in the planning and running of events in-store with Smashbox.
- Approaching customers in a friendly manner when they come into store whilst recommending product and encouraging them to purchase.

Hollister Co.

2017

Stock Associate

- Describe merchandise and explain operation of merchandise to customers.
- Maintain knowledge of current promotions, policies regarding payment and exchanges, and security practices.
- Maintain friendly and professional customer interactions.
- Replenish floor stock and processed shipments to ensure product availability for customers.
- Assist in gathering and moving materials and equipment for the assigned displays.
- Effectively coordinate planograms with other associates and store management.

VOLUNTARY WORK

FerryFest Festival, Norfolk

2013-2015

Managed ticket sales for 3 years throughout the entire event.

National Citizen Service

2013

As part of the charity work I was elected by my peers to the position of Events Manager, this ultimately involved me leading the organisation towards staging a charity concert, which raised over £1,000 in aid of Norwich City Football Club's Sport In The Community Programme.

ACHIEVEMENTS

- Level 1 Health and Safety in the Workplace
- Junior British standard swimmer
- Deputy Head Girl in my final year at Wymondham College
- Chosen to represent the University to Selfridges & Co Head Office
- Successfully held an event which raised over £1500 for St Basils youth homelessness charity.

EXPERTISE

- Social Media
- Consumer Analysis
- Industry Research
- Beauty & Skincare
- Fashion & Lifestyle
- Trends Forecasting

TRAITS

- Passionate
- Hard-working
- Dedicated
- Positive
- Disciplined

INTERESTS



I enjoy travelling, as I have an interest in experiencing new cultures and environments. Travelling has helped to increase my confidence as it enables me to communicate with different individuals. I have recently travelled to parts of Italy and intend to return, as trips to places such as Museo Gucci in Florence have allowed me to experience the fashion and lifestyle industry on a global scale and I am keen to learn more.



I have always had a strong interest in photography and my recent travels across Europe have reignited this hobby. It is a creative outlet that requires patience and perseverance.

REFERENCES



BCU Course Director
Alison Rapsey
alison.Rapsey@bcu.ac.uk
0121 331 5000



Department Manager
James Hardy
James.Hardy@selfridges.co.uk
0121 616 1121