

RHIANNE COLEMAN

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PROFILE

Ambitious Fashion Business & Promotion 2020 graduate actively seeking an exciting role within Buying.

Passionate about marketing, branding and collaborating. Works well under pressure able to meet tight deadlines, known to be extremely organised. Hard working and confident working independently and within teams, with great customer facing interpersonal skills. Love showing creativity through new ideas and products. Good analytical and numerical skills, keen to continue learning.

Excited to work within a diverse team and continue my thirst for knowledge. Thriving in a new business, and constantly improving.

EDUCATION

London College of Fashion

Buying and Merchandising: Buying Techniques Short-course (2020)

Fashion Business & Promotion BA(Hons)

Birmingham City University -
Higher Second Class Honours
September (2017 – 2020)

GCSE

Maths: C English: B and 8 A-C

EXPERIENCE

Administration Assistant:

DVLA: 2016 - 2017 : 2020 - Current

- Responsible for hitting targets with 180% productivity and meeting tight deadlines.
- Keying allocated workload confidentially and with 99% accuracy.
- Used bespoke systems to check and organise files efficiently.
- Building a keen eye for detail to identify and amend errors.

Buying Assistant Internship:

Hissy Fit Clothing: 2018 - 2020

- Sourced new fabrics and designs to keep up with competitors and consumers.
- Daily checks on WGSN and the market for emerging trends.
- Assisted with photoshoots, fitting the model, styling and managing the shoot.
- Worked with influencers 'Sophie Kasaei' at Eastern Electrics festival marketing the brand.

Content creator:

Hidden Fashion: 2020 - Current

- Research current trends and competitors using WGSN, News, Business of Fashion, Drapers.
- Write and edit blog post regarding wellbeing, fashion, university etc.
- Photoshop images and gifs to suit the blog post and edit images to match colour scheme.
- Increase audience to blog by 30% over 1 month.

PROFESSIONAL SKILLS

- Adobe Applications
- Microsoft Excel
- Prioritisation
- Communication
- Presentation
- Data Analysis
- Time Management
- Organisation
- B2B and B2C
- Attention to detail

PERSONAL SKILLS

- Creative
- Interpersonal
- Team Working
- Trend Forecasting
- Resilient
- Independence

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EXTRA EXPERIENCE

Visual Merchandising Volunteer Cancer Research: 2020 - Current

- Provided excellent service to ensure customer satisfaction.
- Created 'Window Wednesday' updating window displays to increase sales by 25% on the day.
- Used customer and brand awareness skills to push sales.

Event Intern

All in All Events: 2019 - 2019

- Welcome thousands of guests into the ICU and lead them to the event.
- Helped run the raffle with over 50 tables, getting everyone involved and donating to the charity.
- Looked after special guest 'John Humphreys' so all request were adhered to.

Special Events Manager

NH Promotions: 2018 - 2020

- Calculate costs of special event and using budget to create a production list.
- Hire staff for marketing and production including DJs, venue staff, dancers etc.
- Run special event nights with capacities of 10,000 students at Halloween during 'Nightmare on broad street'.

Sales Assistant

River Island: 2017 - 2018

- Give great customer service in Birmingham River Island store over busy christmas period.
- Kept shop floor tidy and organised whilst helping colleagues on their areas.
- Chose clothing for the personal shopper to create capsule wardrobes for customers.

EXTRA CURRICULAR

HOBBIES

- Travelling - visited Bali, Thailand and Singapore last year.
- Currently learning to knit and hoping to knit my first jumper.
- Fashion instagram posting OOTD pictures.
- Leading a healthy lifestyle and attending the gym.

CERTIFICATES

- Shaw Accademy - Adobe illustrator
- LinkedIn Learning - Microsoft Excel
- LinkedIn Learning - Negotiation
- Fashion Revolution Future Learn - The Sustainable Development Goals Module