



AYSE ALTUNDERE

GRADUATE FASHION COMMUNICATION AND BRANDING

CONTACT DETAILS

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EDUCATION

Birmingham City University
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West Herts College
Hempstead Road
Watford
WD17 3EZ
01923 812000

Fashion Art & Design -
Diploma Grade - Merit

ABOUT ME

A fashion communication and branding graduate, looking to strive into the visual merchandising sector in the fashion industry. With an interest in social media, visual merchandising and diverse approaches in advertising. Throughout my final year at university I have explored the topics of diversity and inclusivity in beauty and fashion, as well as technology software for visual communication. During my time at university I have discovered I can collaborate well with other professionals to create a piece of work we are both happy with. And also lead a creative photo-shoot when the opportunity was given. Within my 6 years of retail experience and training in visual merchandising, I have been able to gain knowledge and skills from different roles and apply them to new opportunities/jobs.

EDUCATION

BA (HONS) FASHION COMMUNICATION AND BRANDING
2017 - 2020

Brand Generation - Was able to create a fresh brand and innovate it into something new that wasn't popular on the market. I was able to learn new skills and gain different aspects to setting up a business, what consumers are interested in as well as their needs in a product.

Dissertation - Exploring the topic of inclusivity in beauty brands/products, discovering different topics within this issue, it was interesting to spot the concerns from different target audiences. Using research skills I was able to cover a large variety of subjects and use my primary and secondary research to support the information.

Final Major Project - Creating a software that is able to cater to all businesses internationally that can function for visual merchandisers, considering this is the career path I want to take this was something that I thought should be pursued. My skills for innovation and creating helped in this project and communication skills collaborating with different industry professionals.

WORK EXPERIENCE

Visual Merchandiser at JD Sports - Although I currently am working for the company i was given the opportunity to train to change roles for VM as this is the career path I would like to take. I have been able to pick up new skills and knowledge for what is needed for this role and I can apply this to future tasks/jobs. I have learned so far about different lines and packets being together to help the customer shop easier for outfits, where to put metal work when designing where to place products.

EMPLOYMENT

JD SPORTS - SALES ASSISTANT - 2018 - PRESENT

- Reaching personal targets and sales each day
- Provide an excellent customer service
- Product knowledge and great communication to achieve online orders
- Have key skills to make sure majority of customers return to shop with us

QUBA SAILS - SALES ASSISTANT RESORTS WORLD - FEBRUARY 2018 - OCTOBER 2018

- Opening and closing of the store
- Had to take on managerial skills when alone
- Sales on all products and knowledge
- Till system skills
- Designing the displays and mannequins

M&CO - SALES ASSISTANT - JUNE 2014 - AUGUST 2017

- Have a great returning customer rate and build relationships
- Help put outfits together for customers and understand their needs
- Floor moves in the store and display changing in windows
- Achieve own targets daily for sales and orders

SKILLS

- PUNCTUAL
- FAST LEARNER
- GREAT COMMUNICATION SKILLS
- CAN WORK WELL ALONE AND WITH OTHER PEOPLE
- CAN BUILD RELATIONSHIPS WITH CUSTOMERS
- DRIVE SALES
- TASK FOCUSED
- POSITIVE ATTITUDE
- GOOD WORK ETHIC

REFERENCES

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