



Lucy Spencer



Coventry



lucy.spencer@mail.bcu.ac.uk



/LuceSpencer



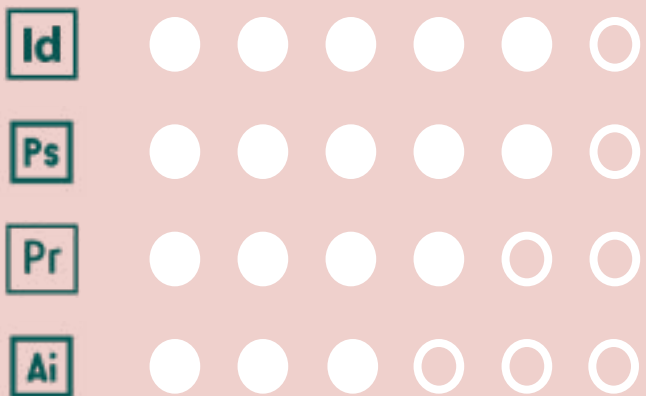
@lucy.spencer

About Me

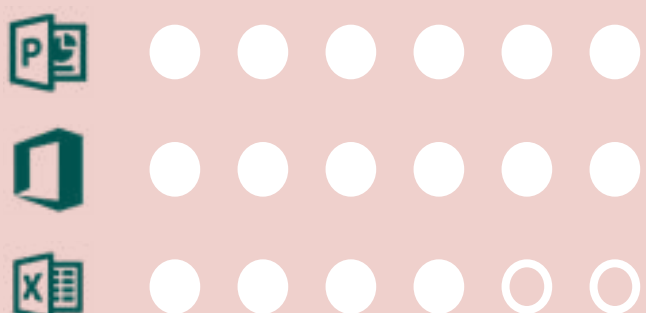
BA (Hons) Fashion Business & Promotion Graduate from Birmingham City University, 2021. My education has allowed me to obtain extensive skills and knowledge in different sectors within Fashion Business, such as Marketing and enhanced my Adobe Creative Suite skills. I have 6 years experience within customer service and retail, also involving visual merchandising and management.

Digital Skills

Adobe Creative Suite



Microsoft



Education

BA (Hons) Fashion Business & Promotion

Birmingham City University, 2018 - 2021

Marketing & PR - Collaborating with Gung Ho PR Agency to create a marketing and PR campaign for QUAY Australia, collating consumer and market research, developing and designing creative marketing outcomes, critical paths, PR tactics and analysing the strategy success with a verbal presentation

Buying & Merchandising - The creation of a Girls Denim range in collaboration with George ASDA. Using PESTLE, SWOT & Comp Shops to develop a girls-wear range and researched consumer profiles to finalise critical buying decisions. Final outcomes were designed using Adobe Illustrator and critical paths made to ensure merchandising was successful - presented verbally

Events Management - A live, group project to raise money for St. Basils. Using teamwork, trend forecasting, communication, marketing and finance skills to develop a live Comedy Night in Birmingham - Personal responsibilities involved Social Media and print marketing - Crisis management skills developed due to Covid-19

Independent Final Major Project - Collated primary and secondary research to develop an industry standard business plan and creative outcomes for a start-up organisation, 'Let's Talk Periods'. This involved consumer and competitor analysis, finances and cashflow, a marketing strategy and the creation of final outcomes which included an animated website and app mockup, print marketing and promotions

L3 National Extended Diploma DANCE

Stratford-Upon-Avon College, 2014 - 2016

Distinction, Merit, Merit

GCSE's

Caludon Castle Secondary School, Coventry, 2009 - 2014

7 GCSE's A-C



Employment History

Beeline

Coventry & Warwickshire
2021-Present Visual Mobile Merchandiser

Commuting to various concession stores across Coventry & Warwickshire, implementing both accurate and improvised visual merchandising for jewellery and accessories with high standards, ensuring season changes and trends are up to date and seasonal sales displayed on time, communicating and building relationships with clothing and store managers to provide transparent information on special promotions and weekly sales figures, providing customer service for Beeline and concession consumers and reporting to District Managers with feedback, locations and relevant issues

SHRINE

Remote
February 2021-Present Creative Content Intern

Working alongside the social team, using Adobe software to create social media content and video editing, researching social trends and campaigns, developing mood boards and Google Decks and voicing content and campaign ideas

OUTFIT Fashion

Coventry
2018-2021 Sales Assistant
2017-2018 Team Leader
2015-2017 Sales Assistant

- Customer service - using the tills, approaching customers, ensuring customers' needs are met and dealing with conflict situations professionally and empathetically with confidentiality.
- Visual merchandising - product placement to ensure trends, key products, best sellers and add-on sales are effectively placed where the customer can easily see to maximise sales.
- Back of House operations; including handling deliveries, unpacking and processing products, 'pick from store' ensuring customer orders were picked, inputted and packed for courier delivery.
- Team Leader (1 year prior to University); involving staff management and development to ensure they hit KPI targets and deliver good customer service and shop standards, creating incentives for staff to encourage and motivate, cashing and banking from the tills and inputting sales data into the correct system, analysing daily and weekly sales figures, solo managing evening shifts and reliably locking up the store - key holder. Within the last year and a quarter (end of 2019-Dec 2020) I achieved 100% attendance at OUTFIT which demonstrates my punctuality and desire to achieve and progress

Laced in Lucy

Independent Instagram Boutique
2020-Temporarily Closed Business Owner

Independent Instagram boutique during Covid-19 lockdowns - Developing financial and buying skills and decisions, Instagram and Facebook analytics, creative content (Adobe skills) and photography skills
Handling and creating social media accounts, tapping into future womenswear trends and ensuring purchases were seasonally appropriate and on time and building relationships with micro-influencers to promote the brand

Personal Skills

Punctual & Communicative

Work roles have provided me with excellent time management and the ability to communicate with team members and customers of all ages

Innovative & Creative

Both a creative degree, current role and internship have encouraged creativity in various sectors and inspired innovation and ideas

Entrepreneurial & Driven

Covid-19 drove an independent business to continue to develop skills such as marketing, finances and buying decisions

Adaptable & Reliable

Current job role pushes adaptability and improvisation in various stores and the opportunity to work well independently and with various staff across Coventry & Warwickshire

Achievements

Being promoted to Team Leader in 2017 - having the responsibility of managing staff, closing the store, cashing and banking and key holding

Raising £323 for St. Basils by holding small charity events in collaboration with the Events Management module at university

Being selected by team members as a visual stylist for the store during my role at OUTFIT due to punctuality, presentation and visual merchandising

References

Gail Place

Store Manager
OUTFIT Fashion
gail.e.place@gmail.com

Beth White

Lecturer
Birmingham City University
beth.white@bcu.ac.uk