

Ann-Marie Donald
62 Cliff Rock Road, Rednal, Birmingham B45-8QG
Tel No: 0121 624 2189 Mobile: 07816 513759
E-Mail: annmaria1408@hotmail.com

Personal profile

I am currently in the final year of my degree studying fashion retail management which I finish in June 2008. I also work part time for Coast as a supervisor. Studying and working within the retail industry has helped me gain and improve on my skills which will help guide me into my chosen career of becoming a Visual Merchandiser. I have excellent people management skills and customer service experience as well as the ability to work well within a team.

Education

BA Hons in Fashion Retail Management - Birmingham City University, Gosta Green, Corporation Street, Birmingham - September 2005 to June 2008.

Modules studied:

- Final major project- Producing a Maternity occasion wear range to be stocked and designed by Coast
- Event Management- Group project to organising an event to raise funds and awareness for Fair-trade
- Buying - Creating and developing a range plan
- Visual Merchandising - Designing a new window scheme installation and floor plan for Menswear department at Harvey Nichols store in Birmingham
- Trends and Forecasting - Predicting a colour palette and fabric swatches for S/S2008

HND in Fashion and Knitwear Design Final project produced a women's collection inspired by gangsters. Solihull College, Blossomfield Road, Solihull - September 1997 to June 2001

G.N.V.Q in Leisure and Tourism (Intermediate)

Bournville College of F.E, Bristol Road South, Northfield, Birmingham - September 1995 to June 1997

6 G.C.S.E'S include English, Maths, Science and Art

Waseley Hills High School, School Road, Rubery, Birmingham- September 1990 to June 1995

Employment History

Coast Unit 8 Lower Temple Street, Birmingham (**Assistant Manager for 2 years**) - September 2003 to present

Skills gained:

- One on One Customer Service
- Visual Merchandising - Floor moves, mannequins changes, installing window schemes
- Communicate weekly targets to staff
- Staff Training - Till work, new packages, customer service updates
- Product Knowledge - Individual names, fabric contents, cleaning information, price and fit
- Delegating daily tasks amongst the staff

Marks & Spencers Merry Hill Centre, Pedmore Road, Brierley Hill, West Midlands

Visual Merchandising Assistant (Work placement) - 30th April to 1st June 2007

Skills gained:

- Installing window schemes - For launch of new promotions
- Mannequin changes - On ladies, Men's, Kids, and lingerie departments

- Area floor moves - Re-arranging different departments
- Producing new shelf display
- Printing off e-mails - To obtain Visual Merchandising Instructions from head office

Emporio Armani (Luxury Market) 2-4 Wharfside Street, The Mailbox, Birmingham
Senior sales consultant (Menswear department) - August 2002 to September

Skills gained:

- One to One Client service
- Assist supervisor with visual merchandising
- Gain regular clients to put into client book
- In charge of department when supervisor is out of the business

Oasis (High street) Unit 1, 125-6 New Street, Birmingham
Full time supervisor - September 1999 to August 2002

Skills gained:

- Delegating daily tasks
- Communicate weekly and daily targets to staff
- Visual merchandising
- Assist with in-store security
- Cashing up tills
- Staff training

Additional skills

I.T - Microsoft word, PowerPoint and Photoshop illustrator

Visual merchandising skills

Pattern cutting and sewing

Hold a full driving licence

Referees

Jane Sarkar - Retail Management Course Director

Birmingham City University, Corporation Street, Gosta Green, Birmingham B4 7DX

Tel No: 0121 331 5800

E-mail: Jane.sarkar@bcu.ac.uk

Caroline Bull - Branch Manager

Coast, Lower Temple Street, Birmingham B2-4JD

Tel No: 0121 643 8066