

# DIVYA SANGHAI

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## Career Objective

To work in the buying department and progress within a fast paced retail company. To seek personal growth from a reputed organization in which organizational growth is gained through my personal effort and as a team player.

## Educational Background

**BA Hons. Fashion Retail Management**  
[Birmingham City University, Birmingham]

**Currently Studying**

### Modules Covered:

- Final Major Project- Title: Introducing High Street in India (including PowerPoint, concept boards, Research file and Business Report.)
- Product Development- Researching about a sportswear company and designing a product that will help eliminate odour from their athletic shoes and also creating a marketing strategy to attract to customers
- International Retailing – Researching an international brand not from the UK and understanding its market and international trading procedures (included PowerPoint presentation, report, research file and concept boards)
- Event Management – Preparing a fashion event with an ethical cause in theory and organizing sponsors and participants for the same (included PowerPoint presentation, report, research file concept boards and marketing strategy)
- Fashion Marketing – Researching an international designer (included PowerPoint presentation, report, research file and concept boards)
- Buying & Merchandising-Producing a range plan for a high street retailer ( included PowerPoint presentation, report, range plan, research file and concept boards)
- Fashion Forecasting –Looking at trends, brands and events.( included concept boards, presentation, research files and report)
- Visual Merchandising – Producing windows and in-store display for Harvey Nichols, Birmingham ( group project in collaboration with Harvey Nichols, Birmingham and included presentation, report, research file and creating window display for the store)

### Skills Acquired:

- Effective verbal and written communication skills
- Better time management skills and increased efficiency
- Analytic and creative ability
- Working as part of a team
- Ability to meet deadlines
- Computer Skills: Ms Word, Ms Excel & Photoshop

**HSC (Higher Secondary Certificate) in Business & Commerce [2005]**  
[HR College of Commerce and Economics, India] (75%) Equivalent to A levels

**ICSE (Indian Certificate Secondary Examination) [2003]**  
[Queen Mary School, India] (86%) Equivalent to GCSE

## Employment

### **Laura Ashley UK Sales Assistant**

Home furnishing store in Birmingham City Centre.

**Oct 2007- Currently Working**

#### **Job Role**

- Advising customers on colour schemes, furniture, fabrics and wallpapers for their homes and calculating measurements of their walls and rooms.
- Stock counting and managing deliveries
- Arranging displays according to charts given by Visual team
- Meeting targets in terms of opening customer store cards.
- Taking special orders over the phone and directly.
- Handling cash and credit transactions and operating tills

### **Stuck for Staff UK Promotional and Merchandising Staff**

**Nov 2006 till April 2007**

Worked for companies like Blazin Star and Unison Media performing the following tasks.

#### **Job Role**

- Distributing scratch cards and company brochures to potential customers.
- Playing the role of a mystery shopper in stores like Debenhams & House of Fraser.

#### **Skills Acquired with the jobs:**

- Verbal & Written communication and Numerical Ability
- Multi- Tasking and ability to meet deadlines.
- Art of persuasion and understanding customer needs
- Commercial and Fashion awareness.

## Work Experience

### **George Head Office Assistant Buyer for Ladieswear Formals**

**30<sup>th</sup> April, 2007 till 1<sup>st</sup> June, 2007**

#### **Job Role:**

- Contacting and emailing suppliers
- Using various softwares of the company to update and track garments in all ranges
- Taking active part in meetings with suppliers and range selection meetings
- Preparing commercial documents like official letters, garment lists
- Preparing charts and mood boards for company use

#### **Skills Acquired:**

- Self Confidence as a lot of the time I had to take my own initiative.
- Real awareness of the commercial and fashion world.
- Good time management skills as deadlines were to be met.
- Communication skills as I had to constantly contact different people.
- Creativity and ability to take up responsibility.

#### **Style Birmingham**

Fashion show in collaboration with retailers across Birmingham like Harvey Nichols & Selfridges

**Job Role:** Dresser for the model.

**Skills Acquired:** It helped me further develop my organizational and communication skills and increase efficiency and the ability to stick to a tight time schedule. I learnt the ability to prioritize different tasks according to their level of importance.

## References

Available on request