

# Elizabeth Carvell

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## Career Profile/ Objective:

Currently I attend Birmingham City University and I am studying a BA (HONS) in Fashion Retail Management. I enjoy many forms of fashion, when I complete my course I wish to move into the buying field. I wish to attend the graduate scheme at Topshop, Arcadia.

## Qualifications:

### BA (HONS) Fashion Retail Management

#### Birmingham City University, Sept 2005 – Present

This course has allowed me to combine fashion design ability with business and management skills.

#### .Visual merchandising:

- . A group assignment working in collaboration with Harvey Nichols
- . Designing window displays for A/W menswear 05/06

#### . Product Development:

- . A group project working to produce a new product for American apparel company New Balance.
- . Project called 'The Perfumed Foot' devised was a new product to address odour problems for athletes.

#### . Fashion Event Management:

- . Group project to plan an event of choice in association with a choice of charities.
- . We chose Fairtrade
- . Due to the popularity of Fairtrade in Birmingham we gained the support and sponsorship of the Birmingham City Council.

#### . International Retailing:

- . Individual project allowed us to look at an international company
- . Analyse how it operates internationally.
- . I found this assignment particularly interesting due to the massive change in a company operating nationally to one that is operating internationally.

- . **Marketing:** The marketing assignment undertaken in my first year of study allowed me to understand all the different elements of marketing, with great emphasis on the seven P's.

### BTEC National Diploma Fashion & Clothing

#### Crosskeys College, Risca, South Wales, Sept 2003 – July 2005

- . One distinction and two merits
- . Throughout my time at college I made several garments, this has allowed me to gain knowledge about the way garments are constructed and made.

### A Levels & AS Levels

#### St Julians Comprehensive School, Newport South Wales Sept 2001 – July 2003

- . One A Level in Religious Studies
- . One AS Level English Literature

### GCSE'S

#### St Julians Comprehensive School, Newport South Wales Sept 1996 – July 2001

- . Achieved GCSE'S in Maths, English, Textiles and psychology

### **Work Experience:**

#### **George – Asda, April 2007 – May 2007 (Six Weeks)**

- . Worked as an assistant to the womenswear jersey buyer for six weeks
- . Activities included amending and inputting information on to live range plans using Microsoft Excel
- . Attending fit sessions, working closely with garment technologists,
- . Attending sales meetings i.e. Monday morning to review the previous week's sales,
- . Attending range building meetings,
- . Approving and choosing samples,
- . Liaising with suppliers on a daily basis.

### **Employment History:**

#### **Arcadia Group Limited- Topshop Newport South Wales, Oct 2003 – Sept 2005**

#### **Topshop Cardiff South Wales, June 2006- Sept 2006**

#### **Topshop Birmingham Bullring, Sept 2005- Present**

**Position Held:** Sales Assistant

#### **Tasks Undertaken:**

- . Serving customers and maintaining high levels of customer service.
- . Dealing with customer complaints and requirements.
- . Serving on the tills
- . Cash handling, helping customer make buying decisions,
- . Helping with visual merchandising and floor moves,
- . Supervising a small team, training new staff and Christmas temps,
- . Putting together account opening incentives, account training for new starters,
- . Driving sales through product knowledge and replenishment.

#### **Asda, June 2003 - Oct 2003**

**Position Held:** Sales Assistant

#### **Tasks Undertaken:**

- . Serving customers, dealing with customer complaints and requirements,
- . Serving on the tills, cash handling,
- . Helping customers make buying decisions.

### **Additional Information:**

In my spare time I am a keen reader and swimmer. I am able to use IT software such as Word, Excel, PowerPoint and Photoshop. I have recently taken a trip to the USA, New York City and Las Vegas. This trip was amazing, it has allows me to see and compare fashion and retailing in Britain and the US and experience the difference first hand. Also I visited Paris in February 2007 for the Premier Vision show, which allowed me to communicate with people in industry.

My time at University has allowed me to work with many different people, this I have enjoyed very much. My time at University has allows me to

### **References:**

Available on Request