

Gilly Adamson

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Career Profile/ Objective

I am currently studying fashion retail management at the Birmingham City University. Once I have completed my course I would like to stay within the fashion industry. I am keen to work in varied fields but I have a few ideas of where I would like to fulfil my career which include visual merchandising or window dressing.

Qualifications

BA (HONS) Fashion Retail Management
Birmingham City University, England

September 2005- Present

- Marketing with help from Vivienne Westwood staff, looking into the seven P's and how VM works
- Fashion forecasting with help from The Mix London (Fashion Forecasting company)
- Buying and Merchandising within Oasis, contacting head office for help
- Visual Merchandising for Harvey Nichols, designing Harvey Nichols store A/W 05/06 windows
- Product development for New Balance, trying something new on the market called 'Perfumed Foot' designing a new insole for comfort and scent
- Fashion event management, incorporating Fair-trade
- International retailing, looking at international companies and how they operate
- Industry Placement, working with George Asda as a buyer's assistant for 6 week
- Final major project, "Why does it not sell?" studying George Asda

Standard grade and Higher

August 1997- July 2004

Uddingston Grammar School, Glasgow Scotland

- Achieved 8 standard grades which is the equivalent to GCSE's; German, French, English, Art, Physical education, Maths, History and biology
- 3 Intermediates which is the equivalent to AS; English, French, and Physical education
- 2 Higher's which is equivalent to A Levels; English and Physical education

Skills

Team working/building

- Working with many colleagues during work helping new starters work through a training manual for them to gain confidence and knowledge in customer service, products that the store sells and what the purpose of visual merchandising is. Working through sections weekly.
- During my studies in University which involved time planning, organising of group meetings, putting together group ideas and using them effectively in final group assessments. E.g. project: product development, using each others ideas to come up with a final idea and research further.

Communication

- Having the skill to communicate well with colleagues to create a friendly atmosphere in the working environment.
- Also communication with customers to help them with any requests and making sure their shopping experience is pleasurable.
- In university communicating with course tutors on any problems or help needed, with classmates in groups or on a one to one basis, while completing course projects, carrying out questionnaires is important, therefore having the ability to communicate with people on the street.



Technical Skills

- Microsoft PowerPoint and Microsoft Word, as university work is always finalised by computer
- Comfortable with dealing sales figures, targets and what have to be achieved. Using sales data, data to show target achievements and replenishment data.

Other Skills

- Dealing with deliveries on my own as new stock arrives and putting stock away. E.g. understanding the stock room and garment codes
- Merchandising stock into their correct packages/current trend
- Money managing skills, dealing with cashing up tills and till lifts
- Punctual, making sure am always on time and always work within a given time.
- Generally organised
- Full driving license

Fashion buying Experience

George Asda, buyers assistant

April 2007- May 2007

- Worked with the buyer for Ladies wear casual for six weeks
- Worked along side the designers, garment technologist, and the sourcing team
- Attended meetings such as denim reviews, sales meetings, company 'huddles', range builds, trend selection
- Approving and filing samples, Ordering samples for meetings, photo shoots
- Fit sessions, modelling in the fit sessions
- Filing information on the live range plan
- Communicating with suppliers daily

Employment History

Topshop Bullring, Birmingham (Shoe department)

September 2007- Present

- Sales assistant- working on the till, assisting customers when different sizes needed.
- Customer Service- dealing with customer complaints, needs and requirements.
- In-store visuals- dealing with the high rise visual displays on the shoe department, merchandising of new stock, helping with floor moves.

Oasis Bullring, Birmingham

July 2005 – July 2007

- Sales Assistant – working on tills, being in the fitting room and dealing with customer needs.
- Customer Service – dealing with customer complaints, needs and requirements.
- Responsibilities of being a 'buddy', which involves training new employees to give the best customer service and training them and why visual merchandising is so important. "Super Assistant" which has been appointed by managing to deal with refunds, faults or any customer queries.
- Working with the in-store merchandiser with floor moves and working new ranges into the store.

Oasis Debenhams, Glasgow Scotland

July 2003 – July 2005

- Sales Assistant - working on tills, being in the fitting room and dealing with customer needs.
- Visual Merchandiser – using the stock to create new styles on the shop floor to promote new stocks and sales, floor moves and using garments to visually excite customers.
- Figures – Dealing with sales figures, sales targets and store cards targets.

(Christmas temps) Carino, Bothwell Scotland (Lingerie store)

November 2001 – February 2002

- Being available on the shop floor for customers.
- Fitting room assistant
- Communicating one to one with customers
- Dressing window displays

Referees

Jane Sarkar

Course director 0121 2021100

Jane Phips

Store manager, Bullring Birmingham 0121 6430348

