

HAYLEY LOUISA PORTER

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A third year Fashion Design with Retail Management student with experience in the retail industry skills. I have worked in the retail industry for many years currently at Burtons Menswear and Dorothy Perkins Womenswear, part of the Arcadia Group. I have excellent communication skills, organisational skills and analytical thinking, which has been displayed in my part time job at Arcadia and within my work placement in Arcadia head office. I am now looking to put my retail skills, work experience and degree into a buying role within a large retail competitor.

Education

BA (Hons) Fashion Design with Retail Management **2005-2008**

Birmingham City University (Currently Studying)

"The course is unique in that it explores the roles of fashion professionals who play a key part in the fashion industry" Birmingham City University Prospectus 2008

- ◆ Trend Forecasting
Research and analysis future predicted trends creating a fashion inspired trend book. Resulting in a trend book and power point presentation being created.
- ◆ Visual Merchandising
Harvey Nichols inspired project incorporating recycling to create a window display set. Creating a written report, visual models and a power point presentation.
- ◆ Buying
Working as part of a team to create a business and effectively managing a specific buying department to create a well thought out and profitable collection.
- ◆ Marketing
Creating an in depth report about different Marketing aspects.
- ◆ Final Major Project
Re-vamping Dorothy Perkins for the 25-50 year old women. In relation to the current market and consumer needs and lifestyle. Concentrating on in store design, atmosphere, communication with customers and visual merchandising. To express ideas and information on this final major project a 9,000 word report was created, along with visual concept boards and graphics and style booklets. To accompany these written and visual work a power point presentation was also delivered to verbally express ideas and concepts.

Art and Design Foundation Degree **2004-2005**

South Cheshire College, Crewe

Distinction

Subjects studied: Fashion, Textiles, Fine Art, Graphics, CAD.

A-Levels **2002-2004**

South Cheshire College, Crewe

Art(A), IT(A), Psychology(B), Geography(C).

10 GCSE's **1997-2002**

Ruskin Sports College, Crewe

Including: English Language(B), English Speaking(A), Maths(B), Science(A*A*), Art(A), Textiles(A), IT (A*).

Work Experience

Buying Department at Dorothy Perkins

June –July 2007

I completed work experience in the jersey buying department, assisting the Buyers Administrative Assistant and BA team members in their day to day duties such as:

- ◆ Administrative tasks
- ◆ Range Building
- ◆ Colour selection
- ◆ Editing supplier information
- ◆ Corresponding with suppliers – negotiating and confirming orders
- ◆ Participate in Buyers Administrative Assistants meetings
- ◆ Participate in 'fit' sessions
- ◆ Organise fabric and garment specifications

Employment

Burtons Menswear and Dorothy Perkins Womenswear

Present-2004

Advanced Sales Assistant/ Top Level Training

Working in Birmingham term time and Crewe Holiday periods

- ◆ Team Management and Organisation
- ◆ Visual Merchandising
- ◆ Stock replenishment
- ◆ Office Duties: Paper Work, Cashing up, Administration work
- ◆ Training and Mentoring new employees

Premier (Convenience store), Crewe

2005-1999

Sale Assistant

The Works (Book Shop and Art Supplies), Crewe

2004-2003

Sales Assistant

Achievements

- ◆ Reaching Advance Level at work (Burtons, Arcadia Group). Gaining more responsibility and influence within the store. Currently training for Top Level.
- ◆ Helping to organise Graduate Fashion Week at Earls Court, for our course, helping with fund raising and organisation, including exhibition space.
- ◆ I have won an Active Citizenship Award. For this award myself and a small group created a video about ongoing citizen issues in our area. This short film then went on the win first prize in the award judged against videos from across the country. Award sponsored and organised by Cheshire County Council.

Other Achievement and Information

Charity and Conservation work in South Africa

August 2007

I completed a month's charity and conservation work in Sanbona Wildlife Reserve, South Africa. During this placement I worked as part of a team to complete different conservation projects including animal and ecological and worked in local schools, educating and working with young children.

Full Clean Driving Licence

References available upon request