

HOLLY RYLAND-JONES

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I'm a hard-working, well-presented individual, currently studying Fashion Retail Management, looking to work in Fashion Buying.

I have a business mind and a creative eye, resulting in my love of photography, marketing and fashion media; an enthusiastic passion for everything to do with style and fashion, and a great deal of ambition and determination to succeed.

KEY SKILLS

- Excellent **Communication Skills**: shown both in written and verbal form: presentations and reports.
- Excellent **Organisational Skills**: highly organised from my travels abroad and from meeting deadlines at university. From my placements at Vogue and Alexander McQueen I know what it is like to work in high pressure scenarios and thrive in this environment.
- Excellent **Time Management Skills**: studying full-time and working part-time, whilst gaining excellent results.

The above skills are not only demonstrated at work and at university but also whilst I was travelling in Australia, of which I did for 3 months May-August 2005. There, I demonstrated the ability to organise tickets, accommodation and time effectively. Overall, it was a fantastic experience; I got the opportunity to meet people from different countries and experience different cultures.

This also applied for my 3 months spent in London on work experience. My placement was a huge learning curve for me, of which I thoroughly enjoyed.

EDUCATION

Birmingham City University BA (Hons) Fashion Retail Management

2005-2008

The overall grade I achieved in my second year was a 2:1; here are examples of modules I have completed over the three years on the course:

Final Major Project

This project focuses on innovation in retail, in which I developed a marketing strategy, a technological form of a personal shopper to be placed in changing rooms – to aid both the consumer and the retailer. In-depth research was undertaken over this project to gain a full understanding of the target consumer and prospective retailer.

Fashion Marketing

Basing this module on Paul Smith, a 1st was gained through developing an in-depth knowledge of the marketing process, the company's marketing strategy and buyer behaviour in the fashion industry.

Buying & Merchandising

A lot was gained out of the industry contact I made during this module, of which was based on high street retailer, Principles. Here there was a good awareness shown of trends and very good buyer/merchandising process knowledge. For this module a range plan was put together for Principles considering their customer base and trends for the coming season.

Solihull College

AVCE Business
Key Skills Level 3

2002 - 2004

BC
Pass

Langley Senior School

Kineton Green Road
GCSE Results:

1996 - 2001

9 A-C Grades inc. Higher Maths,
English and Science

WORK EXPERIENCE

Vogue (UK), London

December 2007

- Worked in the Fashion Cupboard
- Answered the phone, liaised with fashion houses
- Completed returns
- Sorted out clothes for photo shoots

Alexander McQueen (PR), London

April – July 2007

- Liaised with magazines, stylists and celebrity agents
- Completed send outs and returns
- Helped out at a Trunk Show in London
- Took care of the office, whilst the PR girls were in Milan
- Dealt with phone enquiries, image requests and price requests
- Took over 'call backs' and organised requests during Milan Fashion Week

Clothes Show, NEC, Birmingham

7 - 12 December 2001

- Worked as a Dresser backstage at the British Heart Foundation Catwalk, the biggest of the shows at The Clothes Show.
- Ensured the model's clothes were in order, steamed and well presented
- Also ran general errands for the shows' organisers

Toyk Bar and Restaurant, Shirley **PT Restaurant Supervisor**

September 2001 – Present

- Bar work
- Waitressing, dealing with customers and ensuring they are satisfied
- FOH – taking orders, doing bills, sorting out large bookings, and complaints if any
- Managing the work team

I have grown in confidence since I started this job and I love working as part of a team, taking the leadership role when need be, as FOH.

I also really enjoyed taking part in the promotional activity when Toyk first opened.

Karen Millen, Solihull **Sales Assistant**

July 2006 – December 2006

- Cleaning/setting up in the morning
- Carrying out visual merchandising
- Selling high-end clothing, footwear and accessories to customers on a one-to-one basis
- Ensuring customers were satisfied with the service and their purchase
- Keeping the stock room in good order

SKILLS AND ACTIVITIES

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| <i>I.T. Skills:</i> | PC/Mac (Word 2008, Excel, PowerPoint, FashionSoft, Photoshop, Lotus Notes) |
| <i>Driver's license:</i> | Full, Clean Drivers License (2002) Own car. |
| <i>Interests/</i> | |
| <i>Achievements:</i> | Reading Cooking Fashion photography Avid fashion magazine reader (iD, Vogue, Grazia, POP) Completed a skydive – in Australia (2005) |

References available upon request.