

PRUDENCE CHONEY

The Mill House, Worcester, WR6 5NZ

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PERSONAL PROFILE

Through different occupational and educational experiences I am confident in the fact that my passion lies within fashion and that I have professional skills that are suited to the industry. I have worked hard to develop my attributes to a competitive standard and feel that I have favourable characteristics to offer.

EXPERIENCE

Unit 7 Garment Suppliers and Manufacturers, Ladies wear - ASSISTANT FASHION COORDINATOR

(London, Kentish Town: May – Sep 07)

- Assisted in the coordination between the Unit 7's customer buying departments and their own production and design departments.
- Contributed to creative & development elements of garment design decisions
- Monitored critical path status
- Liaised with suppliers and customers on important dates and cost issues
- Involved in organizing and attending customer and supplier meetings
- Created trend boards as part of Unit 7 design package given to different customers.

Austin Reed Head Office- Buying Department, Menswear - UNIVERSITY WORK PLACEMENT

(London, Regent Street: April – May 07)

- General experience of major roles within the department.
- Provided admin support to buyers and assistant buyers
- Contributing to decisions on product ranges
- Monitored critical path status, raised orders & liaising with suppliers
- Maintained the library of sample garments for the department
- Carried out S/S 08 trouser project which included analysing best sellers, staff and consumer voice and competitor shopping. This was presented verbally and in the form of a look book to head menswear buyers.

Topshop Flagship Store - SALES ASSISTANT

(Birmingham, Bullring: Oct 05- Feb 07)

- Completed standard procedure training on tasks such as till work, customer service, brand and product knowledge and arcadia accounts.
- Regularly responsible for a team and the general running of the shop floor.

Dare Boutique - ASSISTANT MANAGER

(Worcester: Dec 02 – Sep 05)

- Responsible for a team of employees and involved in recruitment and training.
- Involved in buying stock and professional communication with suppliers and industrial contacts.
- Attended and bought from trade shows such as Pure and London Edge.
- Principal member of staff involved in visual merchandising.
- Involved in regulation of stock and budget & responsible for 'cashing up' at the end of the day.

Broadwas Primary School - TEACHING ASSISTANT – Eight weeks college work placement

(Worcester)

- o Developed interpersonal skills and other qualities such as leadership, motivation whilst organising and planning classes according to the set objectives of the curriculum for year six primary school children.

G.P Surgery - CLERICAL ASSISTANT

(Worcester, July 01 – Sep 02)

- o Clerical duties including collating patient notes and organizing documents to be sent to different health services.
- o Reception work, dealing with public and arranging appointments.

EDUCATION

BA FASHION RETAIL MANAGEMENT - Birmingham City University 2008

- o Visual Merchandising in association with Harvey Nichols
- o Event Management in association with Fair Trade
- o Product Development in association with New Balance
- o Marketing
- o Trends Forecasting
- o Human Resource & Strategic Management
- o Buying & Merchandising

NATIONAL DIPLOMA ART & DESIGN SPECIALIZING IN FASHION AND TEXTILES

Worcester College of Art & Design 2005

INTERNATIONAL SPEAKING BOARD VOCATIONAL AND PROFESSIONAL LEVEL

Worcester College of Art & Design 2005

NATIONAL DIPLOMA IN HEALTH STUDIES

Worcester College of Technology 2003

7 GCSE'S INCLUDING MATHS, ENGLISH, ART, AND GRAPHICS

The Chantry High School Martley, Worcester 2000

ACHIEVEMENTS

- o Awarded a prize for the best product development project in association with international sportswear company New Balance
- o Awarded 1st place for the best event idea in association with Fair Trade Birmingham from a representative from accessories company, 'Claire's'.
- o Awarded the role of student representative for my year group.

COMPUTING SKILLS

I am competent to a high level on the main programs within Microsoft including Word, Excel, Power Point and e-mail. I also have experience using Photoshop and Illustrator.

INTERESTS

- o Enjoy keeping well informed regarding the latest movements within the fashion industry through regular viewing in sources such as Viewpoint, Drapers and I.D magazine and forecasting site WGSN.com
- o Like to visit exhibitions and trade shows related to the industry such as 'Pure' and London Edge, most recently taking the Euro Star to Paris Visiting Premier Vision

REFERENCES

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