

Rebecca Helen Guy

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Profile

I am currently in my final year at Birmingham City University after successfully completing two years at Manchester Metropolitan University. I am looking to utilise my skills in design, communication, organisation and prioritising to direct my career in retail.

Education

BA Hons Fashion Retail Management

2007 – 2008

Birmingham City University (1 Year)

The final year of my degree combined creative fashion design ability with business and management skills. Through this course I have gained skills in presentation through power points, organisation through producing research files, looking at trends through concept boards and business management through the strategic management module.

The modules I studied included:

- Strategic management
- Innovation Communication
- Computer Aided Design

My dissertation was called Happily Ever After and looked into the contemporary issue of ethical production based around the luxury bespoke shoe market.

Diploma International Fashion Marketing

2004 –2007

Manchester Metropolitan University (2 years)

Year 1 introduced the background and underlying concepts and principles associated with international fashion marketing and gave an insight into the fashion industry as a whole.

Year 2 built an understanding of fashion marketing and focused on the international aspects of fashion marketing and marketing planning.

Year 3 was a sandwich year where I worked at a couture special occasion dress shop, Angela Stone in Kew Gardens.

The modules I studied included:

- Product Development
- Textile Technology
- Finance
- Fashion Marketing

Sharnbrook Upper School, Sharnbrook, Bedfordshire:

1998-2003

A-Levels

- Sociology
- Communications
- Home Economics
- General Studies

AS-Level

- Business Studies

GCSEs

- 11, including Maths and Double English

Work Experience

River Island- Footwear Specialist, Milton Keynes (2007- 2008)

- Day to day running of the ladies footwear department
- Visual merchandising the shoes in the department, displays and windows
- Promoting new lines
- Receiving and dealing with delivery every morning
- Dealing with customers

Angela Stone- Personal Assistant, Kew Gardens, London (2006- 2007)

- In charge of the window displays
- Managing the diary
- Ordering stock- fabrics, stationary, promotional sources
- Liaising with the customers through carrying out client fittings and dealing with payments and orders
- Aspects of designing

Arun Stanton- Administration Assistant, Bedford/ Flitwick (2005- 2005)

- Diary management
- The co-ordination of evaluations
- Sales work- arranging and chasing up viewings, promoting the mortgage advisor
- Dealing with enquiries
- The compilation and distribution of promotional material

Flexibility Health and Fitness Club – Fitness Instructor, Bedford (2003 – 2004)

- Designing programmes and one to one inductions
- Organising new client inductions
- Taking a variety of classes
- Supervision of the gym
- Reception work- greeting members, taking payments, paper work for new members, making protein drinks and stocking shelves for various merchandise
- Promoting the Club

Beales Department Store – Shop Assistant, Bedford (2001 – 2004)

- Responsible for the cash flow of my department
- Promoting customer loyalty
- Training and instructing new employees
- Delegation of tasks
- Designed merchandise displays and window display
- Took responsibility for the wardrobe and choreography of the Young Trends section in the annual charity fashion show

Style and The City- Dresser, Birmingham (02/04/08- 05/04/08)

Fresh Footwear- Shoe designing, Bushey (06/12/07)

Emma Hope- Designer footwear, London (26/11/07- 27/11/07)

GAP- Visual Merchandising (19/05/08- 21/05/08)

Additional Qualifications

- Swedish Body Massage, Institution of Health and Holistic Therapies, Passed, 2003, Bedford College
- VTCT Fitness Instructor, NVQ Level2, Passed, 2004, Flexibility Health and Fitness Club
- Driving Licence, 2002, Bedford
- Two day beginner shoe making course, 2007, Prescott and Mackay

References

Jane Sarkar
Gosta Green campus
Birmingham Institute of Art & Design
Birmingham City University
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River Island
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Milton Keynes
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