

# Ruth Woodhouse

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## Personal Profile

I am in my final year studying for BA Hons Fashion Retail Management degree. I am confident, hard working and enthusiastic. Experienced at planning large events such as wedding receptions and an international HIV awareness project launch, I am self motivated and highly organised. Whilst volunteering abroad I developed skills in team working and communication, which have been furthered at university and through industry placements within the retail and lifestyle sectors. Previous roles have required exceptional communication skills, motivational leadership skills, time planning, role allocation, exceptional customer service, problem solving skills and working to deadlines and targets. I am ambitious and determined to enjoy a creative, interesting and fulfilling career.

## EDUCATION

### **BA Hons Fashion Retail Management**

Birmingham City University, (formally University of Central England)

2005 – 2008

Birmingham Institute of Art and design.

(Final year)

A degree focusing on **creative retailing** across lifestyle sectors with a core of business and **management skills**. Requiring innovation, creativity, technical ability, awareness of future trends and a sound **understanding of business strategy and objectives**. Modules have included:

**Visual merchandising** a project for retailer Harvey Nichols – I came first and was commended. Buying and merchandising, creative marketing, trends forecasting, human resource and strategic management. Product development gaining industry contact with New Balance. **Industry placement in PR, communication and marketing**, **International retailing** and event organising with charitable organisations. A high emphasis is placed on gaining industry experience, **commercial awareness** and business acumen alongside a passion for the retail.

### **St. Peter's Church of England, Collegiate School – Wolverhampton.**

**A2 Levels:** Business (C), Art (C), Geography (B). 2003 – 2004

**AS Levels:** Business (C), Art (C), Geography (B), Textiles (B), Law (D). 2002 – 2003

**GCSE'S:** 11 GCSE'S achieved: All A\* - C grade 2000 – 2001  
English Literature A, English Language A\*, Maths C, Science AA

**GNVQ:** Information Communication Technology Distinction

## VOLUNTARY WORK/ INDUSTRY PLACEMENT

**Furore Public Relations, Fashion and Lifestyle Agency, Birmingham** 2007

Key role in re organising office structure. Communicated with clients and press. Wrote press releases for, fashion, beauty and lifestyle clients. Event organising, product and service launch. Product and brand consultation. Creative brainstorming with clients. Lifestyle trend research.

**Yellow Door Creative Marketing, London.** 2007

High-end fashion, luxury and lifestyle clients. Fashion soft system. Sample sales. Compiling look books and press packs. Press coverage collation. Administration and cold calling. Stock room organising.

**Family Support and Education Group, Lautoka, Fiji Islands.** 2005

During my gap year travelling, from Australia I organised a three-month placement at F.S.E.G. To experience another culture and be part of a local community. My role was varied including an administrative role, data entry and organisation of confidential files.

Designed and produced promotional material for local hospital, including posters, banners and leaflets. Helped plan, organise and launch a HIV and Aids awareness programme. Initiated a creative project by designing and painting the paediatrics entrance room with an original wall mural. Negotiated with local business for donations and got press coverage in the local newspaper and radio.

## EMPLOYMENT

### **Visual Associate**

Gap, Birmingham and Merry Hill Centre  
Marketing and promotion layout, visual merchandising and display.  
Mannequin styling of all brands. Window styling and execution. 2008

### **Fashion Event assistant,**

Style in the City, The Sunday Times, Style, Birmingham  
Fashion show back stage assistant, styling and dressing. Responsible for designer merchandise, product display and liaising with customers and corporate sponsors. 2008

### **Retail and Administration assistant,**

Karen's Flowers, Warstones, Wolverhampton. 2004 – ongoing  
Supervisory role. Exceptional customer service skills. Produce invoices for clients and communicate with suppliers. Designed and organised visual merchandising throughout store. Product portfolio and other administrative roles. Wedding coordinating. End of day Banking. Managed day-to-day operations for holiday cover.

### **Bar and Restaurant Supervisor,**

Penn Golf Club, Wolverhampton 2004 – 2006  
Supervisory position. Responsible for stock monitoring and replenishment. Daily operation management.

### **Lifeguard,**

Compton Park Recreation Centre, Wolverhampton. 2003 – 2005  
Highly responsible role. Also covered reception shifts, handling money and communicating with customers

### **AVON Representative,**

Door to door sales, independently established large customer base. 2002 – 2003  
Managed financial accounts and stock.

## ADDITIONAL SKILLS

- Fully competent with all Microsoft office packages; Word, Excel, Publisher and Power Point.
- Fashion Soft
- Spanish – basic spoken
- Qualified first Aid administrator
- Driving license, Full clean 5 years

## POSITION OF RESPONSIBILITY

- University Student Representative
- Re elected as class representative from 1997 – 2004, liaised with senior staff and governors.
- Social committee president, 2002 – 2004. Chaired meetings, fundraised, allocated budget and planned events.
- Reader and intersession leader at St. Aidan's Anglican church

## REFERENCES

Michelle Munn, Owner  
Karen's Flowers  
3 Warstones Drive  
Penn  
Wolverhampton  
WV4 4PP

Jane Sarkar, Course Director/tutor  
Birmingham City University  
Birmingham Institute of Art and Design  
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