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Samantha jane rutter

CAREER profile

I am currently studying my final year BA Hons Fashion Design with Retail Management and Marketing at Birmingham City University. During the past three years at University as well as through my current working life I have built upon my creative, organization and professional skills through the challenges which I face daily. I have gained many other skills which include both technical skills in making and designing fashion garments as well as business and marketing skills all of which have given me a greater understanding of the fashion industry as a whole. Once I have completed my final year at University I aim to pursue a career in Visual Merchandising.

EDUCATION

BA (Hons) Fashion Design with Retail Management and Marketing 2005-
Present
Birmingham City University – Birmingham Institute of Art and Design

This course involved studying two years fashion design which incorporated design, technical skills, professional practice and commercial understanding of the fashion industry. This was followed by studying retail management and marketing as a final year pathway which incorporated innovation, design skills, technical ability, and awareness of future trends and business objectives.

- Buying Module: Working as part of a buying team to create a final range based upon a plus sized consumer including focus upon lead times, range building, suppliers and size sets.

- Visual Merchandising: Designing a visual merchandising outcome for Harvey Nichols menswear window which incorporated recycling. This involved producing concept boards, a final written report and a final design model.

- Best of British: Designing and making a sculptural piece based on British culture teamed with jewelry students which also involved helping to organize a catwalk show held in Birmingham city centre on St George's day 2007.

- Final Major Project: Creating an innovative idea; Recognizing that petite clothing ranges were neglected and focusing upon implementing guidelines and training scheme to improve the current shopping experience of the petite consumer. The final outcome involved producing a 12,000 word professional printed final solution aimed at a specific aspect of the fashion industry.

A LEVEL – Advanced GNVQ Art and Design 2003-
2005
Cheslyn Hay Sport and Community High School 6th form

(A, A) Grade achieved

This course included studying photography, ceramics, fine art, architecture and textiles.

GCSE
2003

1997-

Cheslyn Hay Sport and Community High School

10 GCSE's achieved all grades A*-C
Art and Design (A*), English (A), English Literature (B), Mathematics (B)

WORK EXPERIENCE

Pattern Cutter / Machinist

June-

July 2007 The Couture Company / Rawhide Corsets, Custard Factory, Birmingham

This was a five week unpaid work placement which was spent working for both companies ran from a studio within the custard factory, Birmingham. Work tasks during these five weeks included;

- Pattern cutting for bridal wear and corsetry.
- Machining and hand sewing bridal wear and corsetry, including making alterations.

EMPLOYMENT

Bar Person
Present

2006-

The Minerva, Wolverhampton Road, Essington

This job involves interacting with customers of all ages and ethnicities which also includes solving customer complaints and stock replenishment.

Bridal Retail Sales Assistant
Present

2002-

Sara Lou Bridal and Men's Formal Hire, Walsall Street, Willenhall

This job involves dealing with the public selling bridal gowns, bridesmaids dress, menswear and accessories. Other job tasks involve;

- Creating window displays within the store.
- Organizing and participating in bridal fayres and catwalk shows.
- Completing basic alterations on gowns including altering dress lengths.

Retail Sales Assistant
2002-2004

Moto Hospitality, Junction 10, M6 North

This job involved dealing with customers of all ages and ethnicities within a motorway service station shop. I was a temporary shift supervisor which left me responsible for a wide variety of tasks including;

- Overseeing other staff member and their works tasks.
- Stock Replenishment; including newspapers, drinks and foods.
- Balancing the safe and tills at the beginning and end of shift.

Other skills

Full (Clean) UK driving license

Computer Skills: Microsoft Word, Microsoft Excel, Microsoft PowerPoint, Adobe Photoshop

REFERENCES

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