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PROFILE

A 2020 graduate in Fashion Business and Promotion, currently completing a Masters in Fashion Marketing management. I am a highly competent and self-motivated individual. I have excellent communication and interpersonal skills, which I have developed during various customer facing roles. I have previous head-office experience working alongside buying and merchandising teams. I flourish in a fast-paced business environment. Being extremely reliable and enthusiastic I am successful in completing my personal and professional goals.

SKILLS

- Strong communication and presentation skills developed through pitches to industry in university live briefs.
- Both creative and analytical, I am proficient within Adobe creative suite and Microsoft excel.
- Good fabric knowledge developed throughout my retail experience and studies in textiles and fashion business.
- Commercially aware, with the ability to work in line with briefs, taking into consideration brand, product and tone of voice.

EDUCATION

MSc FASHION MARKETING MANAGEMENT CARDIFF METROPOLITAN UNIVERSITY

Predicted: Distinction

SEPTEMBER 2020 - JUNE 2021

BA Hons FASHION BUSINESS AND PROMOTION BIRMINGHAM CITY UNIVERSITY

First Class Honours

2017 - 2020

NEATH PORT TALBOT COLLEGE

Textile Design, Business Studies, Graphic Design

BBC

2015 - 2017

EXPERIENCE

PERSONAL SHOPPER

TESCO

2020- Present

- Working in the dot.com department amongst a large team.
- Efficiently selecting, packing and storing online orders ready for collection or delivery.

CONTENT WRITER

HIDDEN FASHION

2020

- Writing a series of blog content for the fashion retailer.
- Understanding the audience and adjusting my written skills to reflect their fun and youthful tone of voice.

BUYING PLACEMENT

PEACOCKS

2019

- Attending supplier and Monday trade meetings.
- Conducting comparative shop reports and benchmarking on excel.
- Understanding the critical path and updating any changes.
- Presenting New in reports.
- Conducting Trend reports for S/S20-Key shapes, patterns and fabrics.
- Attending fit model sessions.
- PANTONE colour sampling and signing off lab dips within the design team.

BUYING AND MERCHANDISING PLACEMENT

GEORGE, ASDA

2018

- Attending supplier meetings.
- Conducting comparative shops, in-store and online.
- Creating and presenting mood boards.
- Assisting in fit model sessions.
- Attending design team meetings and trend research sessions.
- PANTONE colour sampling.

STOCK ROOM ASSISTANT - SALES ASSOCIATE

NEXT

2017

- Initially working on delivery. Processing clothes and sorting stock location between stockroom and shop floor.
- Taking into consideration the Visual merchandising across shop floor.
- Providing excellent customer service, managing sales.
- Correctly following procedures in relation to cash and stock handling.

AWARDS

NEW FASHION MEDIA AWARD - SHORTLISTED

GRADUATE FASHION WEEK

2020

BUSINESS STUDENT OF THE YEAR

Birmingham City University

2018