

HELENA EVISON

PERSONAL STATEMENT

I am currently in my final year at Nottingham Trent University, studying Fashion Marketing and Branding BA(H) and I expect to graduate with a 2:1. I believe my course has equipped me with the foundations for a career in marketing and branding by teaching me to obtain a strategic and creative mindset to solve problems and generate new ideas. I am open and actively looking for opportunities to help me gain experience in order to attain my career goal of becoming a marketing director for a fashion or lifestyle brand. I believe I am a confident and hard-working team-player, with a desire to learn new skills.

CONTACT



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KEY SKILLS AND ATTRIBUTES

- Excellent written and verbal skills
- Organised and punctual
- Competent IT skills
- Indesign, Illustrator and Photoshop
- Proficient in using social media for professional use
- Able to use initiative and work under pressure
- Problem solving and innovation

EDUCATION

- Nottingham Trent University: Fashion Marketing and Branding BA(H) (2017- present) - expect to attain a 2:1
- Chichester College (2014-2016)
- St Philip Howard Catholic (2009-2014) Highschool: 10 GCSE'S A-C

EXPERIENCE

Organisation and Logistics lead for The Fashion Marketing and Branding Degree Show 2020

Nottingham Trent University, September 2019 - Present

Roles and Responsibilities:

- Attend meetings with all lead team members to help plan and organise.
- Organise and run meetings with the organisation and logistics team to ensure all members are involved.
- Monitor team attendance.
- Assist the organisation and logistics team leader.
- Devise show floor plan to be used for the show.
- Source all show props and materials.
- Keep degree show leader informed of progress.
- Foresee potential problems before they arise while ensuring that contingency plans are in place to ensure the show runs efficiently.
- Communicate with those involved at all levels, including technicians, administrators and lecturers and external suppliers.

Bar Assistant

Nottingham Trent Student Union, April 2019 - Present

Roles and Responsibilities:

- To dispense drinks to customers to the standard specified and to abide by the liquor licensing laws at all times.
- To prepare the bar for service and maintain standards throughout the hours of service.
- To maintain employers standards of cleanliness and hygiene for all working and public areas.
- To use the electronic till following set procedures ensuring integrity of cash and stock at all times.
- Verify tickets & ID cards plus monitor the signing in of guests.
- To regularly inspect washroom areas and clear as necessary.
- To maintain personal standards such as uniform and equipment.

Sales Team Member (Temporary)

Clarks Shoes, Chichester July-September 2019

Roles and Responsibilities:

- Consistently deliver positive sales performance.
- Organize the store merchandise and back stock and ensure proper placement of product.
- Practice impeccable customer service skills.
- Upsell the customer, when appropriate, on multiple pairs and accessories.
- Exemplify the Clarks Brand.
- Follow all policies and procedures related to loss prevention and shrinkage.
- Assist in store maintenance and merchandising to create a visually compelling environment.
- Contribute to a comfortable work environment for all colleagues.
- Ensure completion of assigned tasks and responsibilities.

Pop-up Manager for Soludos at London Fashion Week Festival

London Fashion Week Festival, The Strand, London September 20-24 2018

Roles and Responsibilities:

- Serving customers retrieving various sizes and providing excellent customer service.
- Generating sales and handling cash and card payments.
- Liaising with customers and offering style advice.
- Keeping track of stock take.
- Maintaining shop floor standards.
- Liaising and networking with other brand managers to generate new contacts.

Showroom assistant/Intern

Claret Showroom, Shepherds Bush, London September 3rd-14th 2018

Roles and Responsibilities:

- Greeting clients and liaising with them before they are met with a member of the sales team.
- Maintaining a high standard within the showroom, staff room and stock room.
- Displaying new collections in the showroom.
- Maintaining garment standards.
- Contacting national and international clients by phone and email.
- Running general office errands.
- Using excel to produce product tracking sheets.

Admin Assistant

Cega Group, Chichester, July 2018 - August 2018

Roles and Responsibilities:

- Receiving emails and transferring them to the correct case by obtaining the correct case data and then inputting it into GoTrex.
- Assigning tasks to the appropriate case manager.
- Obtaining the correct GP of the client.
- Emailing or faxing the specific GP a GP check form to be filled out by the clients doctor to ensure they are covered.
- Telephoning the GP's to ensure the GP check forms have been received and acquire an update on the turnover.
- Due to dealing with highly sensitive data it was imperative to be organised and efficient, as well as sticking GDP rules.

Bar staff/Waitress

Michael Wisner Associates, Nottingham, January 2018 - May 2018

Roles and Responsibilities:

- Working events, providing food and beverages.
- Working behind the bar.
- Providing excellent customer service.
- Serving hot food.
- Meeting hygiene standards.
- Cashing up.
- Providing excellent customer service.

Sales Advisor

H&M, Chichester, September 2014 - September 2017

Roles and Responsibilities:

- Providing excellent customer service to maximise sales on the sales floor, in the fitting rooms and at the cash desk.
- Actively working with garments – ensuring high standards are maintained at all times.
- Processing customer transactions at the cash desk.
- Receiving and processing deliveries.
- Helping to prepare season sales, designer collaborations and regular seasonal campaign's.
- Following store routines, policies and guidelines to assist in loss prevention and safety in the store.
- Working well in a team and actively supporting my colleagues.

Sales Advisor

Zig Zag Independent Shoe Shop, Chichester, April 2014- August 2014

Roles and Responsibilities:

- Helping retrieve different sizes for customers.
- Maintaining standards of the shop floor.
- Providing excellent customer service.
- Generating sales.