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PROFILE

Enthusiastic, passionate, self-motivated and confident person with experience in customer relationship management, corporate environments, online creation and marketing.

Knowledge in the fashion businesses and marketing industry, with interest in an equestrian background. Can demonstrate teamworking, analytical, planning and management skills.

KEY ACHIEVEMENTS

- BHS stage 1 Complete Horsemanship

- BHS stage 2 Foundation Rider & Groom

- Attended various fashion exhibitions in Europe and North America. Interest for fashion history, events planning and presentation.

KEY SKILLS

- Excellent verbal and written communication

- Advanced planning in fast paced environments

- Problem solving in retail and corporate situations

- Organisational management; deadlines, delegation and decision making.

- Creativity within social media and marketing management

- Leadership and management of small teams

- Teamwork in corporate and academic environments

ALICE DAISH

EXPERIENCE

**VONI BLU, NORTHAMPTON:** February 2017 – Present

Assistant boutique manager in an independent fashion shop, working alongside the owner in relationship management and being a personal shopper to customers as well as personal assistant to the owner. Visual merchandising and styling for online website. Organising and planning events e.g. catwalk shows and styling evenings.

Buying assistance e.g. trend analysis, trade shows; Scope, Moda and Pure, current product success, customer demographic and carry in management. Managing marketing campaigns for social media content, website and email. Training new employees and responsibility of managing the store. Management of installing POS systems; website, styling and photoshoot management.

**RALPH LAUREN**: July 2018 – July 2019

Menswear Planning and Merchandising Student Placement at Ralph Lauren PFS. Working alongside the buying and planning team to analyse product trends, data and performance, running and creating daily reports using Microsoft Office, SAP, JDA & Microstrategy.

As well as the logistics team to allocate stock to European and UK stores through careful decision making. Analysing product trends and performance specifically on dress shirts and wovens. Assisting in bringing new styles into the outlet business, through careful strategic planning in store and sales analysis to support decisions.

**FOUR OAKS MEDICAL CENTRE:** August 2013 – September 2016

Evening medical receptionist, working in a team assisting patients with prescriptions, appointments, confidential medical note; through EMIS and Microsoft Office. General admin duties to Doctors and Practice Manager.

**WEDDING HOUSE & WEDDING CENTRE** September 2014–October 2015

A sales assistant and seamstress in both business locations; customer relationship management, managing bride and groom fittings. Organising and creating orders, visual merchandising and promoting sales. Attending wedding fairs and bridal shows. Sewing hems on trousers, creating cravats and pattern cutting.

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65 Deepmore Close, Alrewas, Burton-Upon-Trent. DE13 7AY

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07986606398

**EMAIL**  
alicedaish2@gmail.com

INTERESTS

**PRESIDENT. NORTHAMPTON EQUESTRIAN CLUB:** April 2017 –April 2020

Worked alongside the students’ union to grow the club by developing more lessons, listening to rider feedback, expanding upon experiences offered and compete at different levels and declines. Organised riding lessons, national inter-University and regional BUCS competitions (British Universities & College Sport). Communicated with riders and students’ union, attending training days and meetings.

The club received 'Most Improved Club of the Year 2019' under my supervision. Personally, nominated for 'Sportswoman of the Year 2019' for my dedication and passion to the sport and club.

**PLANNING OFFICER. NORTHAMPTON EQUESTRIAN CLUB:** September 2017 – April 2017

Working with other committee members and Students Union to set up the club. Organisation and planning of events, lessons and meetings. Communication between committee members, student’s union and external suppliers.

**GIRLGUIDING. UNITED KINGDOM:** January 2011 - September 2018

Volunteered at local Rainbow and Brownie pack; featuring 4-6 year old girls and 6-10 year olds. Helping them to complete badges, expend their personal skills, organising trips. Achieved my Leader Qualification and Peer Educator Status; helping young people deal with difficult topics such a mental health, healthy relationships. Fund raised £300 for a Girl Guiding International to Switzerland and £2,000 for a Senior Section trip to America & Canada, celebrating 100 years. Completed a trek up Snowdon,Wales.

**ABRSM PIANO:** 2008 - 2013

Grade 1-4 Piano Practical & Grade 1-2 Piano Theory.

**ONLINE COURSES:**

Sports Marketing, Northwetsern University. Event Sponsorship & Event Marketing, Eventbrite. Digital Marketing, York St John University.

EDUCATION

**UNIVERSITY OF NORTHAMPTON:** September 2016 – June 2020

Studied modules in: Campaign Planning; creating a marketing communications plan for Ralph Lauren. Consumer Behaviour; analysing consumers purchasing decisions within sustainability. Marketing Dissertation; how attitude and awareness towards sustainability affects purchasing behaviour in the fashion sector.

Brand Management; brand analysis of Burberry. Buying and Merchandising; created a trend analysis and store portfolio. Integrated marketing Communications; understanding IMC and its implementation. New Ventures; produced a business plan for a wedding shop, with primary research.

Fashion Through Time; designed mood-boards for different decades. Introduction to Marketing & Foundations to Marketing; understanding the principles of marketing theory. Understanding Consumers; foundation knowledge of purchasing behaviour. 21st Century Fashion; a modern look at the future of fashion.

**Fashion Consultancy:** Consultant to Voni Blu on installing a POS system, creating and designing a new website and social media management. Photoshoot, website design and system installation. Reviewing, organising and liaising with the clients goals and needs.

**Live Fashion Show**: As part of Fashion Professional Practice, a live event was organised; I took on a management role of organising venue, budget, communicating with suppliers and university. Also raising £250 through selling handmade leather products. Supported creating marketing material and sharing on social media.

**New York Study Tour:** In 2017, as part of the Business and Law study tour various fashion businesses were visited including WGSN, Cone Denim, Rent the Runway and Madison Square Gardens.

REFERENCES

**Available on Request**

KEY ACHIEVEMENTS

- BHS stage 1 complete horsemanship

- BHS stage 2 Foundation Rider & Groom

- Managed & Organised final year Summer Ball for 250 university students.

- Attended various fashion exhibitions in Europe and America

KEY SKILLS

- Excellent Communication

- Advanced Planning

- Problem Solving

- Organisational

- Creativity

- Leadership

- Teamwork