

# ELINOR THOMAS

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I am a conscientious, reliable, and diligent worker that aims to bring a positive energy to any workplace. I'm an easy-going and personable individual, who is very comfortable working with other as part of a team.

I am a Graduate from the University of South Wales, graduating with an Upper Second-Class BA (Hons) in Fashion Marketing & Retail Design. With my current knowledge and fresh ideas, I am now able to compile all of the skills I have learnt during my studies to work successfully within in the industry. I always aim to provide any employer with 100% of my energy and effort in order to successfully carry out tasks given to me.

Through carrying out an assortment of projects during my degree so far, I feel I have built strong skills in developing innovative ideas for varied brands and using suitable marketing methods to support them, an awareness in trends and their constant development, the importance of knowing your consumer market and how to connect and communicate with them in an impactful way.

## Technical Skills:

I am proficient within InDesign, Photoshop and Illustrator, Sketch-Up and Microsoft.

## Industry Appropriate Modules:

- Acting as Buyer for my very own experiential pop-up store located in Cardiff City.
- Creating and developing a range & assortment plan along with a visual merchandising tool kit for my own concept store.
- Retail Service Design – Developing an innovative concept for a brand.
- Developing a new, interactive marketing concept for Topshop.
- Developing a brand extension for WGSN and creating an annual, printed trend magazine for them.
- Developing a new product for Victoria Secret and a marketing strategy behind it – Based on the 2019 **Graduate Fashion Week** Brief.

## Qualifications:

- Secondary School - 2008-2015 – Ysgol Gyfun Gymraeg Bryn Tawe, Swansea
- 14 GCSE's (Including The Welsh Baccalaureate, Welsh, English and Maths).
- 4 A Levels. (Including The Welsh Baccalaureate.)
- Extra-curricular achievements. (Including, certificates in First Aid and Food Hygiene courses, and CRB credited.)

**References available upon request.**

## EXPERIENCE

### 2019 & Ongoing - Sales Associate at ZARA Swansea.

- Working with RFID, processing sales, exchanges and refunds.
- Involved with delivery and replenishment of new and current stock.
- Head of 'Shoe & Accessory Responsible' within the Kidswear Department.
- Maintaining standards of organisation within the stockroom.
- Ensure customers receive a high quality of service.
- Merchandising walls and tables to showcase new product.

### 2019 - Media Crew representing University of South Wales at **Graduate Fashion Week 2019.**

- Being part of the media team included researching the event, predicted guests to be there and up & coming students to look out for.
- Conducting interviews with industry/brand professionals, lecturers and students.
- All interviews were filmed and used as online content for our University's social media.

### 2018 – Visual Merchandiser placement at **John Lewis.**

- Styling womenswear, menswear and home displays, ensuring they are on brand.
- Designing and styling various window displays.
- Referring to current Toolkits for relevant themes and products that are to be showcased within displays.

### 2017 - Gok Wan's Fashion Brunch Club

- Volunteer work as a stylist assistant and member of the production team.
- Assisted with preparations before and after the show – Room layout, assisting guests to their seat, dressing models during the show, assisted with calling the show and preparing gift bags.
- Working closely with fashion stylists and event producers.