



L19, England



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SARAH GRAHAM

PROFILE

I am a passionate young creative with the ability to communicate ideas clearly and confidently verbally as well as visually. I am particularly interested in the process of connecting to an audience, understanding why things are or are not selling by testing what is working and why it may not be in order to increase sales.

I have a positive outlook with an eye for detail constantly looking to generate new ideas and solutions. I have the determination to get things done to meet deadlines effectively by making sure things happen by prioritising tasks and problem solving along the way. Whilst also maintaining standards under any pressure. I have the confidence to work independently and use my own initiative, as well as work successfully within a group positively and professionally.

SKILLS

- Customer service / 5+ retail experience.
- Confident with Adobe Suite including Photoshop, Illustrator and InDesign.
- Layout design, online & offline.
- Visual merchandising - Eye for detail.
- Photography & Styling.
- Confident with Microsoft Office Programs including Word and PowerPoint.
- UK Driving License & car.

EDUCATION

- Liverpool John Moores University
Fashion Communication : First-Class BA Honours
- Art & Design Foundation Diploma: Merit
- A-Levels: Art (A), Graphic Products (B) and Health & Social (D*)
- 10 GCSES: At grade C or above including Math (B) and English (A)

EMPLOYMENT

2018 - Present / Visual Merchandiser / OUTFIT

- Constantly moving and changing the shop floor to keep it up to date with updates sent from Arcadia brands.
- Keeping the staff up to date with what is going on in-store and what the best sellers are for the week. This usually works best by providing the team with visuals.
- Merchandising stock on the shop floor following trend packs and ensuring the correct POS is in place.
- Ensuring back of house is kept organised at all times.

2012 - 2018 / Visual Merchandiser & Team Leader / Clinton Cards

- Independently complete visual merchandising across the store reporting back to area and district managers in response to weekly sales reports.
- Maintaining store standards as well as teach and motivate the team to ensure we met or exceeded in daily sale targets, KPIs and company aims.
- Creating engaging point of sale displays to increase sales.
- Communications skills through engaging with customers to understand their needs to encourage a positive atmosphere, which also builds customer loyalty.

2015 - 2018 / Smooth Radio Promoter

- Working in various locations across the North West promoting Smooth at events by confidently and enthusiastically engaging with the public.
- Ensuring celebrity guests are well looked after at VIP events.
- Photographing the events and the team engaging with clients.

EXPERIENCE

- 2018 • Paid internship with PULSS and the Study Abroad team at Liverpool John Moores University, creating an interactive brochure.
- 2017 • Paid internship with UN_FOLD for their third magazine creating visually exciting layouts and content.
 - Styling assistant at Pretty Little Thing, Manchester.
 - Interview panel for Fashion course at Liverpool John Moores university.
- 2016 • Clintons visual merchandising store elevation at Cambridge and Petersborough stores.
 - Created still and animated GIF content to be pushed out via Aintrees' Instagram account to promote Ladies Day 2016. S/S 16 collections. My photography also featured in a 6-page gatefold the Ladies Day official race card and was displayed at Fashion, History and Racing, an exhibition in the Museum of Liverpool.
 - Photographer at a Clarins in-store event in John Lewis.
 - Photographer at a McMillan Cancer Support charity night.
 - Creating promotional video content for social media and YouTube for a Morning Gloryville Liverpool event - 'Fashion Rave-olution'. These can be viewed here: www.youtube.com/channel/UCj-ceaGFdETJbF5K673TBiw
- 2015 • Logo design for a film production company, Fallen Leaf.
- 2014 • Sales associate at BANK Fashion.
 - Graphic designer for Knowsley Community College, creating promotional posters, postcards and leaflets for open days.
 - Interviewer at the Press Room at Radio City Live for KCC Live Radio Station. Here I managed to get exclusive interviews with high profile celebrity performers such as Little Mix and The Vamps.