

CERYS DAVIES

fashion - internet - creative



PERSONAL HISTORY

Fashion Design Graduate looking for a career in fashion merchandising. I work well independently as well as in teams. Creative and fast-paced atmospheres are where I thrive and I offer complete dedication to all future employers.

SKILLS

- Digital Merchandising
- Online Content Creation
- Research skills & ability to design (CAD included)
- Social Media
- Organisation (digital and physical)
- Adobe Photoshop, Illustrator, InDesign and Premier Pro.
- Microsoft Packages
- Shopify
- Presenting

ACADEMIC BACKGROUND

- University of Derby
BA HONS Fashion Design Second Class Honours (1st Division).
- Diploma in Professional Practice.
- Awarded Deans Award 2017.
- Four A Levels: 2A*, 1B, 1C.

REFERENCES

- Janey Charlton: j.charlton@derby.ac.uk
- Written reference available immediately.

CONTACT INFORMATION

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CAREER HISTORY

JANUARY 2019- PRESENT

Owner of online Clothing Shop

Vintage, deadstock and reworked clothing.

- Made over 600 sales.
- Inventory and finance management using Excel.
- Organising shipping and receiving goods worldwide.
- Merchandising product page and Instagram.
- Maintaining professional customer service and communications.
- Sourcing clothing and finding suitable wholesale suppliers.

2013 - PRESENT

YouTube Channel 'Cerys Davies'

- Filmed and edited over 350 videos for the Youtube channel which currently averages 45k views a month. The content has developed over the years exploring, fashion, student life, and self-love.
- This platform has allowed me to work with household names including Wilko, Ryman and GHD and has been featured in the Daily Mail.

JAN - JULY 2019 Studio Assistant

Pretty Disturbia.

- Created marketing content for YouTube, Facebook, and Instagram.
- Sourcing sustainable clothing to be sold online.
- Organisation and planning of events.
- Website maintenance and processing orders.

SEPT - DEC 2018 Design and Merchandising Intern

LoveOwn Clothing Wholesale.

- Digital merchandising. Kept records of what needed to be promoted, discounted and re-ordered to ensure we were selling to our full potential.
- Liaised with buyers from large fashion retailers, sending out and organising shipment of samples and processing orders.
- Website maintenance including inventory updates, listing products, and photo editing.
- Excel spreadsheets for fit notes, critical paths and stock count.
- Booking models and photographers and styling for professional e-commerce photoshoots.

APR - JULY 2018 Studio Creative Intern

Preen by Thornton Bregazzi.

- RE19 and SS19 toile manufacturing and development.
- Understanding of garment construction with a variety of garment types.
- Sample cutting at a professional level.
- Gained an excellent knowledge of fabrics, trims, and how to work with a variety of fabrications.
- Experienced in production, organisation of stock rooms, creating tags and carrying out quality control assessments.

DEC 2017 - APR 2018 Studio Work

Patrick Joseph, Bespoke Tailor.

- Designed digital prints for linings, pocket squares and ties.
- Created hand-drawn illustrations and CADs for client's visual purposes.

2015-2016 Freelance Video Creator

Vidsy

- Videographer and editor of 15-second promotional videos. Made over 10 videos that were incorporated into social media campaigns and tv adverts. Clients included: Simple Skincare, GHD and Signal.