

# Annie Woodcock

## CONTACT:

**Address:** London  
**Tel:** 07845371095  
**Email:** [annielwoodcock@gmail.com](mailto:annielwoodcock@gmail.com)  
**Website:** [www.anniewoodcock.com](http://www.anniewoodcock.com)

## ABOUT ME

My time at London College of Fashion - accompanied by one year of working in fashion, has given me a great perspective of the industry and how much I enjoy working within it. I thrive in a busy environment and am a highly organised, dependable member of any team. Also a complete perfectionist who will not give up until completely satisfied that my work is to a high standard.

## EDUCATION AND QUALIFICATIONS:

**London College of Fashion: Oct 07 – July 10**  
BA (Hons): Fashion Design Technology.

**Wilberforce College (Hull, East Yorkshire): Sept 05 – July 07**  
A-level Business.  
BTEC Fashion & Clothing: Distinction/Distinction.

**Winifred Holtby Secondary School: Sept 00 - June 05**  
GCSE grades A-C: Maths, English, Geography and French.  
GNVQ Merit grades (4 B's), in both Art & Design and Science.

## WORK:

### **Stella English LTD: July 11 – Dec 11**

**Freelance Designer** for Stella English (Winner of The Apprentice 2010) to create a new womenswear label

Duties:

- Created a collection working alone from start to finish
- Designed 20 different styles
- Designed mood/colour boards
- Sourced all fabric and trimmings
- Attended fit sessions

### **Reiss: Dec 10 – Nov 11:**

**Full Time Sales/Customer Special's Administrator**  
(Trained to Supervisor level)

Duties:

- Sales/Styling

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- Supporting the management team by carrying out admin duties
- Building up a relationship with VIP clients
- Answering the telephone
- Head of customer specials, involved organisation of the folder, liaising with warehouse/merchandising to track items and calling the clients
- Fax documents and send emails
- Input data into POS computer system
- Float and cash up the tills
- Helping the Visual Merchandiser
- Unpacked, checked off and put out deliveries

## **ISSA London: May – June 11**

### **CAD Designer**

#### Duties:

- Translate designer's sketches into technical CAD drawings.
- Update collection boards and give each CAD a style no.

## **Karen Millen: Sept 10 – Dec 10**

### **Senior stylist and Visual Guardian**

## **Giles Deacon: June 10 – Sept 10**

### **CAD Design/Studio Assistant**

#### Duties:

- CAD Design
- Sampling
- Organising fabric library

## **Original Him and Cute Fruits: June 10 – Sept 10**

### **CAD Design/Studio Assistant**

#### Duties:

- CAD Design
- Using Excel to create specification sheets
- Organising studio space
- Organising fabric library

## **Illustrated People: June 10 – Sept 10**

### **CAD Design/Studio Assistant**

#### Duties:

- Created sales book packages
- Stock taking on a factory visit
- Assisting on photo shoot for website images

## **Greydust: April 10 – June 10**

### **Part-Time Administrator/Secretary**

#### Duties:

- Data Entry using Word, Excel and Outlook
- Store receipts in spread sheet using Excel
- General duties such as answering the telephone and arranging meetings

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**Laura Lees: Jan – Feb 09**  
**Studio Assistant**

Duties:

- Creating scarf prints using Photoshop
- Taking collection to meet buyers
- Hand sewing

## **AWARDS AND ACHIEVEMENTS**

- Created a collection for the Stella English label that received high praise from Jenny Holloway (founder of Fashion Capital).
- Styled Stella English in Amanda Wakeley for the NRTA awards.
- Won an award for creativity and featured in the local newspaper.
- BA collection garments used by a freelance stylist for 'Face On' magazine, Issue 5.
- Garments were also used by stylist; Tanyel Kabay, for a photoshoot. Tanyel has previously worked with famous graduates: Ara Jo and Rob Goodwin.
- Took part in the end of year LCF fashion shows.
- Worked with designer Alice McCall to create a range for a collaboration project, my CAD drawings received high praise from the design team.
- ABC award in life drawing at LCF (2 week course).

## **SKILLS**

- Advanced level user of MS Office programmes such as: Word, Excel and PowerPoint.
- Advanced level knowledge of Adobe programmes: Photoshop and Illustrator.
- Trained in giving exceptional customer service with a proven sales record.
- Years of experience working for luxury retail brands.
- Typing speed of 60 WPM
- Excellent speller
- Pleasant telephone manner
- Highly organised individual.

## **INTERESTS/HOBBIES**

Exhibitions, Reading; books, magazines and fashion blogs, Cinema, Pilates,

## **REFERENCES**

Available upon request.