

## Megan Smith



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### **Professional Summary**

Reliable and upbeat retail professional knowledgeable about visual merchandising and successful at promoting customer loyalty, satisfaction and purchases with consultative techniques and diligent attention to individual needs through previous work experience. Knowledgeable about market and competitor research, new industry trends and changing consumer desires in a marketing context, through postgraduate education in creating engaging digital content to effectively research target audiences. Dedicated and dependable relationship-builder with excellent organisational and communication strengths and superior work ethic.

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### **Skills**

- Visual merchandising proficiency
  - Analytical problem solver
  - Exceptional communication
  - Excellent customer service skills
  - Team player
  - Competitive and trend analysis research
  - Proficiency in data analytics
  - Experience in SPSS, Tableau
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### **Education**

#### **University of Winchester**

##### **Master of Science in Digital Marketing and Analytics with Distinction 2020-2021**

- Dissertation: *Social Cause Advertising: an investigation into how digital advertising for the "human good" and authenticity might influence Gen Z and Millennial consumer engagement levels and intentions to purchase* (awarded a Distinction)
- Modules include: Web Design & Analytics, Consumer Analysis, Insight & Creativity, Analytics Tools for Digital Data, and Social Media Marketing & Analytics
- My postgraduate degree allowed me to continue learning and developing my skillset, but through an area of study that deeply interests me and aligns with my career goals.
- Completing every module of the course, whilst achieving Merits and Distinctions, awarded me with extensive knowledge and understanding of the digital marketing landscape, from data analytics to social media, that is necessary for success in current and future business environments. This included identifying business problems and external factors that may impact the business, conducting competitor analysis, and creating appropriate and targeted digital marketing campaigns and plans.
- For my dissertation, I collected, analysed and interpreted quantitative and qualitative data for the research problem to discover issues and present a report of justified and realistic recommendations and solutions

#### **University of Winchester**

##### **Bachelor of Arts in American Studies with Upper Second Class Honours 2017-2020**

- Dissertation: *An Examination of Bicycle Culture as a Site of Investigation into the Impact of First Wave Feminism in 1890s America* (awarded a First)
- Study Abroad: USA, modules in Region and Environment and Civil Rights Pilgrimage
- My interdisciplinary degree awarded me a range of skills, from organising my studies and assignments around jobs to increasing my confidence in presentations.

**Bournemouth & Poole College, Bournemouth**  
A-Levels in English (C), Photography (C), Psychology D  
AS Level Sociology (E)

**2014-2016**

**Glenmoor School for Girls, Bournemouth**  
11 GCSE's including Maths and English

**2009-2014**

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### ***Work Experience***

**Sainsbury's - GM & Clothing Assistant**  
**Winchester, Hampshire**

**08/2020 - Present**

- Maintain exceptional product knowledge and listen to customer needs and desires to identify and recommend optimal products.
- Given support to other departments – checkouts, produce, health and beauty – and delivered training to new starters.
- Create stunning displays to capture customer attention and increase sales, and subsequently dress and accessorise mannequins to highlight featured clothing and accessories.
- Marked-down clearance items and relocated merchandise to highlight sale products.

**Jack Wills - Sales Assistant**  
**Southampton, Hampshire**

**09/2018 - 11/2021**

- Duties included greeting customers and assisting them at the fitting room and with selecting suitable products, and ensuring stock is replenished to maximise sales opportunities.
- Managed efficient till operations, using Customer Capture POS system to track customer data and inform future marketing decisions.
- Merchandised new products in visually appealing ways and organised displays for optimal sales promotions.

**University of Winchester - Event Staff**  
**Winchester, Hampshire**

**07/2019 - 09/2020**

- My duties included setting up equipment, car park attendant, running campus tours, and standing as a speaker for a particular building and delivering engaging talks to groups.
- Delivered talks to potential students and answered any questions they had about the campus, accommodation, and university life.

**Next Retail Ltd - Sales Consultant**  
**Bournemouth, Dorset**

**04/2018 - 08/2018**

- My tasks included serving customers at the till from processing their purchases to placing online orders for them, replenishing stock, and clearing and managing the fitting rooms.
- Trained as a Fire Warden, and in visual merchandising in order to place new product lines, in line with the company's visual guidelines to stimulate customers.
- Assisted with sale launch by pricing sale items and arranging them for customers to shop easily.

**Arcadia Group - Sales Advisor**  
**Bournemouth, Dorset**

**05/2015 - 09/2017**

- Used active listening and relationship-building skills to assess customer needs, build rapport and connect with viable solutions.
- Replenished stock levels of recently sold products to maximise sales opportunities, launched various in-store promotions and assisted with visual merchandising.
- Assisted customers with signing up for store loyalty programmes and provide details about key benefits.