

**PROMOTIONS MANAGER  
FASHION INDUSTRY**

Are you confident and versatile, and able to work closely with your team? Do you have more than 5 years experience in the fashion industry? Do you have a background in designing? Have you had exposure to export markets? If so, this international company needs you. Top salary, plus extensive overseas travel. Please email brief CV to: [fashion@abc.co.za](mailto:fashion@abc.co.za)

**Email response to above vacancy:**

**To: [fashion@abc.co.za](mailto:fashion@abc.co.za)**

**Subject: Re your advertisement for Promotions Manager. Natal Mercury (date).**

Dear Sir/Madam

I am most interested in the above position. Please find my CV attached for your consideration. Your advertisement caught my attention immediately as the skills and experience you require match mine very closely. I have been working in the retail fashion industry for over five years, and have always had a particular passion for this field. I am keen to explore the export options further and to broaden our ties with international markets.

My qualifications and experience can be summarised as follows:

- Diploma in Fashion Design and Marketing
- Extensive knowledge of the fashion industry (local and international)
- Retail buying and selling
- Promotional events and advertising
- Design and successful introduction of fashion range for export market

My current position is at management level, and I enjoy the challenges of working with a talented team. I can attribute my success so far to good communication skills, a flair for selling and my devotion to the fashion industry! My passport is valid and I am free to travel at any time.

I look forward to hearing from you regarding this position.

Yours sincerely

*Beatrice Mkhize*

Beatrice Mkhize

**NB: When emailing job applications, you can type your cover letter in the message window and send your CV as an attachment.**

## ***Beatrice Mkhize***

36 Saville Road  
Malvern 4093  
KZN

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*Fashion "all rounder" with six year's design, merchandising and promotions experience. Seeking fresh management challenges in the field of fashion, both locally and internationally.*

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### **PROFESSIONAL SUMMARY**

- Diploma in Fashion Design and Marketing with 6 years experience
- Extensive knowledge of the fashion industry
- Retail buying and selling exposure
- Introduction of specially designed lines for export market

### **WORK EXPERIENCE**

June 2002 – Current

RAFAEL FASHIONS, Pinetown.

#### ***Designer/Assistant Merchandising Manager***

- Part of design team creating "Preppy" range of fashions and "Rainbow", a new range of ethnic style men and women's designs for export market
  - Supervision of quality control over line design and manufacturing
  - Supervision of pattern cutters, machinists, technicians & product personnel
  - Planning and execution of fashion shows for local and overseas buyers
  - Selection and purchase of textiles/fabrics
- ✓ *Initiated successful export venture by promoting fashion shows and arranging meetings with visiting international buyers. This resulted in orders amounting to R250.000 for the year 2000 for the "Rainbow" range of fashions.*

Feb 1999 - May 2002

CHLOE'S FASHIONS, West Street, Durban.

#### ***Sales Supervisor, Ladies' Fashions***

- Supervised 5 person sales force
- Bought merchandise for store
- Arranged fashion shows
- Improved co-ordination of deliveries

**STUDENT EMPLOYMENT**

(PART TIME) 1995 - 1999

GREENWOODS DEPARTMENT STORE  
(various branches)**Sales Assistant**

- Customer service
- Cashier duties
- Dealt with complaints
- Relief supervisory duties

✓ *Received Top Employee award (an annual in store award for customer service excellence) for two consecutive years.*

**EDUCATION**

1999

Natal Technikon, Durban, SA  
Diploma in Fashion Design and Marketing

1996

Matriculated, Durban Girls High, Durban, KZN

**FASHION AWARDS**Rafael Fashions – Instore Designer Award (2003)  
Sophia Magazine - Young Designer Award (2000)**COMPUTER SKILLS**

MS Office, Retailware

**RELATED STRENGTHS**

- Team management skills
- Creative and versatile
- Professional approach
- Good organisational skills
- Communicates well with people at all levels

**PERSONAL INFORMATION**

Date of birth	15.02.1975
Citizenship	South African
Marital Status	Single, no dependants
Languages	English, Afrikaans and Zulu
Driver's Licence	Code 08
Health	Excellent (non smoker)
Interests	Fashion, cooking, art

*Certificates and references available on request*