

ROXANNE FARNHAM



WHY ME?

I have over 15 years' worth of experience, working in several senior roles within fast paced environments, as a Petty Cash Buyer, Stylist, Visual Merchandiser & Branch Manager. I work hard to achieve goals to an extremely high standard & have an adaptable creative vision with a meticulous eye for detail. I enjoy working as part of a team but am equally competent working solo. I have excellent communication skills & thrive when given new challenges. I strive for perfection & throw my whole self into all projects with great enthusiasm & passion.

CONTACT ME

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Full clean
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EXPERIENCE

Art Department-Set Dec 'Hit It Like Harold' May '17

Production Company-Aspect Film & Video Client-TaylorMade

Art Department-Set Dec Babylon App April '17

Production Company-Aspect Film & Video Client-Babylon Health w/NHS

Petty Cash Buyer-Dailies Hard Sun, BBC March '17-Ongoing

Production Buyer-Kristy Mitchell-Parnham Designer-Eve Stewart

Assistant Buyer Disobedience Nov '16-Feb '17

Production Buyer/Set Dec-Alex Slade Designer-Sarah Finlay

Petty Cash Buyer Call The Midwife, BBC April '16-Oct '16

Production Buyer-Alex Slade Designer-Sarah-Jane Prentice

Freelance Stylist June '11-Present

I worked with the Artists, Artist's Management & Art/Video Directors to discuss concepts. I presented mood boards to the team to showcase potential looks & ideas. We made Pinterest boards to gain inspiration which the whole team added to. I scouted out various locations that were cohesive with the vibe of the songs/fashion house's vision. I designed, created, up-cycled & sourced an array of props & clothing to utilise. I worked alongside Head Stylists to prep & create looks for shoots to fit in with the client's or Photographer's specifications. I organised dress rehearsals & liaised with various fashion PR companies or Designers to arrange appointments/pick-ups. I created synonymous, complimentary looks for Artists/Models/Cast members & dressed them on set. It was essential to carry out styling adjustments between each scene. I have also designed, merchandised & dressed sets. I canvassed the bustling streets of London to find fashionistas to feature in magazines & websites.

Projects Include-

Topshop & Topman, Meadowhall Christmas commercial, Diet Coke, Benefit Make-Up, Blue Daisy music video, Elle Streetstyle, Velour Magazine, Animal Kingdom music video, Google Christmas Party, Py music video, 17 Cosmetics, Beadyman & Foreign Beggars music video, Py website & press photoshoot, Crystal Fighters music video.

Work Experience Call The Midwife, BBC Aug '15

I worked alongside the Designer & Art Department team, on the popular TV period drama. I created graphic props & dressed sets. I also had the opportunity to work on live sets with the Standby Art Director to tweak props & watch playbacks.

CEO Zut Alors Mon Chéri July '12-Present

Combining my eye for style & being thrifty, I created my very own online fashion store specialising in 80s & 90s attire. Following the success of my eBay store I have opened another 2 shops; one on Etsy Marketplace & the other on the new app, Depop. My items are regularly promoted & featured, as well as being a favourite seller & chosen in the 'staff picks' vintage section.

ROXANNE FARNHAM

Education:

Access To
Music, Bristol
Intermediate
& Advance
Diploma in
the study of
Popular Music
&
Choreography

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Sales Volunteer

St Margaret's Hospice, Taunton

Aug '13-Oct '14

I volunteered for the wonderful Charity-St Margaret's Hospice. Using my extensive fashion brand knowledge & my many years' worth of retail experience, I worked with the team to help maximise sales & increase profit for the store.

Senior Creative Mannequin Stylist

Topshop, Knightsbridge, London

Jan '11-Oct '11

I was solely responsible for constructing, styling & implementing bespoke window schemes using a combination of my own creative direction & Topshop style guidelines. Working alongside the Regional Creative for London, the UK & the International Stylist, I created 'looks' for the in-store mannequins, as well as creating outfits for the new trends before they were launched, later rolling out to the rest of the company to use as inspirational reference. It was my duty to train new staff members for the Creative Team. In the morning, I would conduct meetings to brief the store team about new trends & updates. Generating new ideas for creative displays for the company was also an essential part of my job. I achieved 90% in my company-wide assessment & also received a special mention in Topshop internal staff magazine for my continuous hard work.

Senior Visual Merchandiser

Topshop, Cabot Circus, Bristol

Sept '08-Jan '11

Implementing all window schemes & conducting floor walks with the Creative Rep for the South was a significant part of my role. I was responsible for a small visual team to drive the best creative & commercial results. On a weekly basis, I would liaise with VM head office to discuss problems, solutions & new ideas. I managed all graphic & equipment deliveries as well as requests. In order to inspire customers & staff, I implemented the highest visual standards. I also supervised the maintenance of the make-up stand, so that it adhered to brand expectations, this was another vital duty.

Branch Manager

Topshop, Debenhams, Bristol

May '06-Sep '08

Driving store performance & motivating the team to deliver outstanding results was critical. During this time I liaised with Branch Merchandising at Head Office regarding the stock package & as a team we maintained exceptional Model Store & Mystery Shop results. I conducted stock takes to maintain low stock loss results & excellent security procedures. I was in charge of in-store staff training & recruitment. Creating a fun working environment for the team helped encourage staff to deliver the ultimate customer experience. Designing great fixture placement layouts to guide customers & to make an exciting shopping environment was another essential part of my job to increase sales. I was in charge of team rota's, payroll & cashing up the tills.

Visual Merchandising Assistant

Topshop, Broadmead, Bristol

Dec '01-May '06

Ensuring brand integrity was maintained throughout the shop floor & window DISPLAYS was one of my duties. I worked with the Senior VM & Managers to decide floor layouts & implementation of merchandising guidelines. Identifying creative & visual solutions that were commercial for the market, using in-store & head office reports was imperative. I conducted daily floor walks to sustain high standards & brand identity, as well as ensuring housekeeping standards were maintained on displays, fixtures & windows. Supporting high profile new store openings in the area & region as well as company Model Store set up, benefited the development of my merchandising skills. Managing linear footage helped the team gain a better understanding of how much money we were taking per square foot.