



# Ali Ahmad

Retail Assistant

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## Languages

English

## About

Having just finished my internship as a Sales Assistant at Michael Chell, I've managed diverse roles from merchandising to client advising and am now looking for a full time roll to expand my expertise. Have catered for brands such as Sandbanks, Acne Studios, Rains, Stone Island, Casablanca and many more.

### BRANDS WORKED WITH

Michael Chell

## Experience



### ● High End Fashion Retail Assistant - Temporary Internship

Michael Chell | Nov 2023 - Jan 2024

Given my successful performance at their Sandbanks event, the team at Michael Chell took me on as an interned retail assistant for their festive period.

Roles I had throughout the internship included door security, packing online orders and carrying out post office runs for same day delivery. As my internship took place throughout the winter, I was also working with the team everyday to deploy festive decorations for the holidays.

Every week I would take over the store's personal Instagram to create promotional content as well as manage the account itself, replying to messages from any customers with enquiries or from any brands that reached out.

I was also responsible for stockrooms and merchandising. I would steam and quality check all garments before hanging them up on public display as well as generate price labels and security tag them to prevent theft. For any product we sold, I would also restock full size runs as well as merchandise the shelves and displays to fill the spaces of any products we either or sold or didn't have.

Supplied and catered for brands such as Acne Studios, Comme des Garçons, Stone Island, Sandbanks, Moncler and many more.

### ● Event Photographer and Clothing Retail Assistant

Sandbanks | Nov 2023 - Nov 2023

I had the pleasure of helping out brand ambassador and ex-footballer Jamie Redknapp's clothing brand Sandbanks debut their new collection at one of only two worldwide pop-up events courtesy of Michael Chell. I grabbed photos of the activities that the pop-up event had to offer, such as the raffle result for a free jacket from the collection as well as any meet and greet photographs for Jamie himself and his fans.

### ● BTS Videographer and Photographer

| Jun 2023 - Jun 2023

On June 24th 2023, I was in charge of BTS, capturing photography on an editorial photoshoot for upcoming brand Across the Border's new collection for the season and video-graphing the process of the photoshoot for the documentary they have planned. I also took care of wardrobe for the models and directed them throughout the shoot when needed.

### ● Photographer, Videographer, Clothing Retail Assistant

| Jun 2023 - Jun 2023

On June 10th 2023, I had the pleasure of helping out clothing brand Phorin debut their collection of collaborative merchandise with clothing brand OXYGN at their first worldwide pop-up event during London Fashion Week. I helped the retail crew with detailing and checking full size runs of all stock before the pop-up event had opened to the public and I would also help quality control all clothes and products

put on display before they were sold. I grabbed photos and videos of the activities that the pop-up event had to offer, such as the clothing pieces that we stocked and sold, stick-and-poke tattoos, wine tasting, a community colouring board and an art auction for a painting, which the team and I had recorded the whole process of.

- **Production/Wardrobe Assistant & BTS**

| May 2023 - May 2023

On May 13th 2023, as the talent liaison, I assisted crew with set-up and cleaning up after all three scenes throughout the day and took initiative to look after those on set ensuring the day runs smoothly. I also captured BTS for the shoot and helped the talent style his outfits and put them together.

- **Production/Wardrobe Assistant & BTS**

Network One Productions | Feb 2023 - Feb 2023

On February 26th 2023, I filmed two episodes of a cooking competition series on YouTube titled "Cooked", assisting creating content for YouTube Channel NTK1 (aka NetworkOne Productions). Working under the direction of the producer, assisting with the set-up of lighting equipment and cameras, as well as helping out with the set design by laying out ingredients and props. I looked after the wardrobe of the talents and crew to ensure that both outfits were ready for both episodes that we had filmed.

## **Education & Training**

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2019 - 2021

- **East Berkshire College**

Final Grades of A\*/A\*/A in Creative Media & Digital Production, BTEC Level 3 Extended Diploma (Equivalent to A-Levels)