



Eleanor Nwosu

Junior Fashion Buyer

Manchester, United Kingdom · eleanor.nwosu@gmail.com · +44 7482 617 305 · linkedin.com/in/eleanornwosu

BA Fashion Business graduate from Manchester Metropolitan University with a 12-week buying placement at N Brown Group and two years of part-time retail experience at Zara. During my placement, I supported range planning for 180 SKUs across womenswear and identified a pricing gap that improved knitwear margins by 2.3%. I combine a strong interest in trend forecasting with practical skills in sales analysis, competitor benchmarking, and supplier communication. Looking for a junior buyer role where I can contribute to range development and learn the full buying cycle from a senior team.

EXPERIENCE

Buying Placement Assistant, N Brown Group, Manchester

Jun 2025 – Aug 2025

Supported the womenswear buying team during a 12-week summer placement at the head office of a major online fashion retailer.

- Assisted with range planning for **3 product categories** (knitwear, dresses, trousers) covering **180 SKUs**
- Created **comparative shop reports** analysing competitor pricing, fabric quality, and styling across 6 high-street brands
- Identified a pricing gap in the knitwear range that led to a **2.3% margin improvement** after the buying manager adjusted the price architecture
- Tracked weekly **sell-through rates** and flagged underperforming lines for the markdown review meeting
 - Attended **3 supplier meetings** and prepared sample evaluation summaries for the senior buyer

Sales Advisor (Part-Time), Zara (Inditex), Manchester

Sep 2023 – May 2025

Part-time sales advisor working 16 to 20 hours per week in a flagship store.

- Consistently ranked in the **top 3 for customer satisfaction scores** in the womenswear department over 6 consecutive months
- Tracked out-of-stock requests informally and shared weekly summaries with the store manager, noting that one trouser style sold out by **Thursday each week** for 4 consecutive weeks
- Helped redesign the womenswear section layout for a seasonal launch, contributing to a **12% increase in section footfall** during the first week
 - Processed an average of **£4,500 in daily sales** during peak periods

EDUCATION

BA (Hons) Fashion Business in Fashion Business, Manchester Metropolitan University, Manchester

Sep 2022 – Jul 2025

Graduated with Upper Second Class Honours (**66% average**). Dissertation on *fast fashion pricing strategies and full-price sell-through rates across UK retailers*, graded **69%**.

- Relevant modules: Fashion Buying & Merchandising, Trend Forecasting, Retail Analytics, Supply Chain Management, Consumer Behaviour
 - Completed a WGSN-accredited trend forecasting module with a mark of **74%**

SKILLS

Range Planning • Competitor Benchmarking • WGSN (trend forecasting) • Edited (retail analytics platform) • Microsoft Excel (pivot tables, VLOOKUP) • Sell-Through Analysis • Price Architecture • Supplier Liaison • Visual Merchandising • Garment Quality Assessment • Presentation Skills • Attention to Detail • Adobe InDesign (mood boards)

CERTIFICATIONS

WGSN Certified Trend Forecaster (University Programme), WGSN (via Manchester Metropolitan University)

Mar 2025 – Mar 2025

Google Analytics for Beginners, Google (via Skillshop)

Jan 2025 – Jan 2025

LANGUAGES

English – Native • Igbo – Conversational

PROJECTS

Dissertation: Fast Fashion Pricing Strategies and Sell-Through Rates

Sep 2024 – Apr 2025

Analysed pricing strategies and markdown patterns across 4 UK fast fashion retailers to understand their impact on full-price sell-through rates.

- Tracked **240 product listings** across ASOS, Boohoo, PrettyLittleThing, and New Look over a **10-week period**
- Found that one retailer's aggressive early markdowns were eroding **18% of potential margin** compared to competitors with a more restrained approach
- Recommended a tiered markdown strategy based on product lifecycle stage and category performance

Group Project: Pop-Up Shop Concept for Sustainable Streetwear

Jan 2024 – Apr 2024

Fashion Buying & Merchandising module project developing a pop-up shop concept for a sustainable streetwear brand targeting 18 to 25 year olds.

- Developed a **45-piece capsule range** with full cost pricing, target margins, and a proposed supplier list
- Created a buying plan with **3 delivery drops** over 6 weeks, aligned with social media marketing milestones
- Team received a mark of **68%** and presented the concept at the end-of-year Fashion Business showcase

REFERENCES

Karen Ashworth, N Brown Group, available upon request

EXTRA CURRICULAR ACTIVITY

Committee Member, MMU Fashion Society

Sep 2023 – Jun 2025

Active member of the university's fashion society, helping organise events and industry networking opportunities.

- Co-organised a **fashion careers panel** with speakers from ASOS, Boohoo, and The Hut Group, attended by **75 students**
- Styled and coordinated **3 looks** for the society's annual charity fashion show, which raised £1,200 for the Christie hospital

Volunteer Visual Merchandiser, Oxfam (Didsbury)

Jan 2024 – Sep 2024

Volunteered one Saturday per month at a local Oxfam shop, curating window displays and organising stock.

- Redesigned the window display **6 times**, with the vintage themed display coinciding with a **22% increase** in Saturday footfall
 - Sorted and priced **200+ garments per session** based on brand, condition, and current trends

Personal Fashion Blog (Instagram)

Jan 2023 – Jun 2025

Ran a personal style account sharing outfit inspiration and sustainable fashion finds.

- Grew the account to **2,400 followers** with an average engagement rate of **5.8%**