

Fatinah Hayat

London

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Personal Details

I am a passionate, driven and dynamic individual who loves to challenge herself. After studying Mathematical Modelling and Computer Simulation at University, I decided to pursue a career within the fashion industry. After a successful fourteen years working across many functions of fashion/retail businesses, I felt ready to move on to a new challenge. Pursuing a career in Software Development felt like the natural next step, as I most enjoyed project managing a team of developers and bringing our product to life in my last role as Head of Operations at Cercle. I am excited to continue developing my programming skills as I progress into my next role.

Education and IT Training

Nov 23 – Present

Just IT Training Ltd., London

Digital Skills Bootcamp: Software Development

A twelve-week intensive bootcamp covering the fundamentals of Web and Software development.

Sept 04 – July 09

University of Westminster, London

BSc Mathematical Modelling and Computer Simulation (Hons), 2.2

Core Modules:

Mathematical and Probability Modelling, Programming, User Experience, Multivariate Statistics and Market Research, Decision Analysis, Risk and Simulation, Time Series Analysis and Forecasting, Business and Financial Forecasting, Operational Research Modelling.

Languages/Softwares:

JavaScript, SPSS, SAS, Maple, MathType, Data 3.5, Minitab, MicroSaint, Photoshop and Flash.

Final Year Project:

I completed a dissertation titled Share Price Modelling in final year. This involved obtaining three years of daily share prices for five companies from five different industries. Various statistical tests were done on each company's data. The results were used to produce individual probability models for each company. Individual simulations were created based on the probability models and compared with the original data to assess the similarities and evaluate how well each simulation imitated the original data.

Sept 02 – July 04

Royal School Hampstead, London

A-Levels:

Mathematics (C), Chemistry (C), Economics and Business Studies (C)

Sept 00 – July 02

Royal School Hampstead, London

GCSEs:

9 GCSE passes including grade A for Mathematics, Chemistry, Biology, Physics, and Sociology.

IT Skills

Software Development Skills: Coding languages, Database knowledge, Data structures and Algorithms, Source Control, Testing procedures, Debugging knowledge, and Operating systems.

Web Technology:

HTML, CSS, JavaScript, Web APIs, Events, and SVG

Core Programming Languages: HTML, CSS, JavaScript, SQL, MongoDB, Python

Projects:

Ecommerce site with interactive world map, Restaurant website and Python project

Employment History

Aug 2022 – June 2023

Head of Operations (FTC) – Cercle Ltd.

Creating multi-year strategy including financial planning, modelling, and partnership planning. Project managing team of seven developers and taking new product to launch. Testing and managing launch of product. Setting up business operations and foundations. Owning external supplier relationship and internally developing processes to optimise productivity.

Managing Finance and HR departments including managing Profit and Loss, investor presentations, payroll, company policies and employee contracts and handbooks along with Logistics and Strategy. Procuring and implementing ERP system.

July 19 – Aug 22

Consultant – Operations, Strategy and Planning (FTCs)

Consulting for clients including Hunter Boots, Pery Ellis and ON WHITE Ltd.
Setting up Planning and Trading processes to improve efficiency and productivity.
Logistics, 3PL partner sourcing and stock management between warehousing in Europe and U.K. Business, marketing and digital strategy development.
Branding and packaging solutions.
Development of buying and merchandising processes.
Team structure and hiring process.

July 17 – May 2020

Founder – The Hayat

Building a social enterprise working with artisans globally to promote local crafts and communities. Designing, operating, managing an ecommerce site.
Analysing KPIs and taking relevant actions to increase traffic and conversions.
Designing with artisans to produce commercially viable products.
Converting customers at pop-up shops and events. Producing marketing tools for events.
Managing logistical operations ie. stock storage and shipping procedures.
Producing and implementing a digital marketing strategy.

Sept 16 – Apr 17

Head of Buying, Merchandising and Wholesale Manager – Donna Ida

Designing and implementing business strategy, plans, procedures and structure.
Building Buying, Merchandising, Wholesale and Production processes.
Growing own brand from 18% to 40% of business and putting a strategy in place to take the company to 100% own brand. Option and category planning for retail and wholesale.
Range planning and putting together pricing architecture. Setting up company trading stance.
Extensive competitor analysis. Managing and growing wholesale channel through acquiring new stockists and working closely with designers to build a compelling range. Monitoring sales and working closely with retail team to maximise re-orders. Briefing and training retail and wholesale teams with product presentations and information packs. Sourcing new factories in order to decrease production costs and manage productions risks better. Putting team structure in place and hiring team members.

Dec 15 – Sept 16

Buyer/Merchandiser – Womenswear RTW and Accessories, Donna Ida

Managing OTB of £2m per season
Developing company growth strategy through analysis of strengths and weaknesses, areas for potential growth and threats to the business.
Setting up key buying, planning and merchandising processes ie Trading reports, continuity management programme, WSSI, planning tools, stock and sales reports and critical path management.
Planning and buying multi-brand package in line with strategy as well as sourcing new brands.
Producing trend analysis reports and taking actions to support customer buying patterns.
Liaising with suppliers to manage stock, consignment and markdown contribution negotiations.
Sell Through reporting for suppliers and managing SOR stock.
Managing monthly stocktakes and variances.
Planning promotional activity and end of season sales.
Setting up styles, creating purchase orders, and accepting stock in.
Responsible for hiring and developing Buying and Merchandising team.

July 15 – Dec 15

Senior Merchandise Assistant – Occasion wear, Dresses, Outerwear, Swim and Nightwear, Seraphine

Analysing trade reports and setting departmental reporting in order to highlight opportunities and risks. Managing production and prioritising production line. Organising fabrics and trims from various suppliers to arrive at factories in time for production. Raising purchase orders and identifying buy back options to maximise sales. Managing continuity intake (imports and exports) to make sure sales were not missed. Overlooking website visual merchandising – working closely with Marketing team to drive marketing activity. Setting pricing strategies and supporting designers with analysis required to drive each seasons collection. Proposing markdowns and promotions to increase trade. Working closely with wholesale team.

Sept 12 – May 15

Senior Assistant Merchandiser – Menswear, Womenswear, Junior, Accessories and Outlets, Aquascutum 1851 Ltd.

Managing OTB of £8m per season. Setting up, forecasting and managing WSSI.

Seasonal range planning, pricing architecture at style level and store allocation plans.

Monitoring critical path, overlooking allocations, preparing stock packages and targets for opening stores. Creating markdown proposals and evaluating the impact on margin and terminal stocks. Pricing and ranging terminal stock for outlet stores.

Liaising with buyers, store managers and distribution staff to ensure smooth running of the business. Preparing Monday Trade Report (Sales and Margin Analysis), Business Update Pack and End of Season Analysis. Producing size and price analysis as well as identifying bestsellers and key continuity styles. Presenting figures and analysis in Trade Meetings and making trade recommendations. Maintaining continuity line cards and OTB. Advising buyers when stock is required. Planning and setting up markdown models and promotions for mid-season and end of season sales. Managing, training, developing merchandise assistants and interns.

Apr 11 – Sept 12

Senior Merchandise Assistant – Menswear, Aquascutum

Maintaining and updating delivery schedules and allocating in line with range plan.

Producing fragmentation reports and setting up allocation templates. Organising stock consolidations. Updating line cards and reviewing where stock is required.

Preparing Monday Trade reports and analysing figures.

Mar 10 – Apr 11

Merchandise Assistant – Occasion wear and Dresses, Monsoon

Producing stock profiles, replenishment dynamics and maintaining line lists.

Liaising with suppliers, imports, distribution centre and branch merchandising to ensure sales opportunities.

Forecasting sales, intake and despatch. Setting up and monitoring promotions and markdowns.

Producing in depth analysis (such as pricing and colour etc.) for strategy involved for new range.

Interests and Achievements

Computing: I'm a member of a tech meetup group where developers meet weekly to work on projects and support each other. I also have a keen interest in what is happening in technology and new product releases.

Hobbies: flying drones, art exhibitions in particular digital art, travelling, cooking and trying out new restaurants.