



Guide to Fashion Career Planning (Mixed media product)

By V. Ann Paulins, Julie L. Hillery

Bloomsbury Publishing PLC, United States, 2016. Mixed media product. Book Condition: New. 251 x 178 mm. Language: English . Brand New Book. Guide to Fashion Career Planning: Job Search, Resumes, and Strategies for Success, 2nd Edition, helps both students and individuals interested in entering the fashion industry prepare for successful careers - from self-assessment and goal setting to landing the first job. This book presents a seamless and comprehensive approach to everything needed for professional and career development, including resume writing, interviewing, job search strategies, internships, and portfolios for fashion design, merchandising or retail careers. Chapter 3 offers a unique discussion on the various social media platforms and evaluates how they can be used to enhance (or devalue) the personal brand. Both practical and empowering, Guide to Fashion Career Planning gives readers the tools they need to embark on a career in fashion. Features * Details career paths in the fashion industry with examples of specific positions * Discusses preparing cover letters, resumes, a professional presentation through social media, and portfolios in web-based and physical format * Covers how to build a professional network and work with mentors * Explains how to conduct a job search, interview effectively, and gain...



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