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A current business student looking for work experience in marketing, I have strong communication and interpersonal skills developed during two years of part-time retail experience. I have demonstrated my creativity in a marketing context during promotional work for my University's cinema society, and support for a local small business in successfully taking their product to market.

Education

University of Grantshire (2018-current)

BA Business Studies 2.1 predicted

Scarthorpe School (2011-2018)

A-levels: Maths, Business Studies, Economics

10 GCSE's including Maths and English

Skills

Communication

- Retail assistant at John Lewis providing excellent customer service and working effectively with a wide range of different people.
- Promoting the University's Cinema Soc to new and existing students. My campaign led to an increase in subscriptions of 20%.
- Working as a barista in a small local coffee shop, Karen's Koffee, I also developed new promotional materials to support a successful launch of 3 new products.

Creative design

- Winning a local industry design award for my promotional campaign for Karen's Koffee in 2019.
- Actively involved in a redesign of the product layout in my section at John Lewis, leading to an increase in sales for that quarter.
- As a member of a local sewing group, I enjoy making clothes that reflect my creativity and personality. I recently came third in The Great Grantshire Sewing Bee.

Organisation

- Successfully combining my studies with volunteering, part-time work and extra-curricular activities.
- Organising events for Cinema Soc, including popular fancy dress cinema nights, to raise money for new cinema projection equipment. Event feedback has been consistently high, and we have just reached 90% of our fundraising target.

Negotiation

- Successfully lobbying the University to allow use of our new equipment to show children's films for the local community during half-term holidays.
- Enhancing our fundraising by negotiating appearances and endorsements from well-known local actors. This has been a challenging but rewarding activity.
- As staff-student liaison for my course year, I coordinated a new seminar feedback system between students and tutors. This has contributed to a departmental increase in student satisfaction.

IT skills

- Competent user of Microsoft Office applications, including Word, Excel and Powerpoint.
- Regular personal and professional user of several social media platforms, promoting Cinema Soc and Karen's Koffee, and incorporating it in seminar feedback where appropriate.
- Knowledge of email marketing and search engine optimisation.

Employment

Barista, Karen's Koffee, Grantshire (2018-present)

- Preparing and serving coffee-based drinks and snacks
- Meeting customer's needs and dealing with any problems that arise
- Working effectively in a cramped environment with 3 colleagues
- Using social media to market new products
- Developing a promotional campaign for a new range of coffee shots.

Fashion Selling Assistant, John Lewis, London (2016-2018)

- Selling products in a women's fashion department
- Resolving customer queries and providing excellent customer service
- Working effectively in a team of 5, building relationships and supporting colleagues
- Providing basic training to new trainee staff in my section.

Volunteering

- Cinema Society Social Secretary
- Staff student liaison for my course
- Grantshire sewing group, active member.