

Marketing and Language graduate with strong interpersonal skills.
A target orientated individual with customer service experience looking for a challenging, structured career in a sales/marketing role with a future interest in brand management.

Skills

- **Linguistic:** English, Spanish, Portuguese and French.
- **Adaptable:** Adjust with ease to fit different situations and people due to bilingual upbringing, GAP year experiences and studying abroad.
- **Good communicator:** Strong presentation skills and confidence shown during tutorials. Also adept at telesales.
- **Organised:** Excellent time management and able to juggle a number of tasks simultaneously.
- **Determined:** Dedicated team member and will do whatever it takes to complete tasks to a high level.
- **Computer Literacy:** Pitman Training Courses: Microsoft Word, Excel, Touch Typing, Microsoft Outlook, PowerPoint.

Competencies

Team working

- **Projects:** Currently involved in a project to win back and rebuild lost accounts and strengthen existing relationships by regularly contacting customers by phone.
- At University, was involved in the organisation and setting up of focus groups with students to discuss why the University's job shop is mainly used by international students. Also constructed a questionnaire to obtain a broader range of opinions and findings highlighted areas for improvement for targeting future marketing campaigns.
- Regularly played for University's 1st XI hockey team and captained my school 1st XI.
- Worked as part of a tour committee to organise hockey tour to Barcelona in June 2007.
- Effective leader and team member in group assignments at university.

Effective communicator

- Good communicator face to face or on the phone, able to increase sales and establish and maintain good customer relations.
- Presentation skills and confidence demonstrated during the delivery of tutorials and group presentations at University.
- University's Women's Hockey Club Secretary during my 2nd year working as a member of the committee. Duties involved drawing up contact lists, taking minutes at meetings, sending out e-mails with information to the girls in the club and any general administration of the running of the club.

Education

2003 – 2007

The University of Stirling

B.A. (Hons) Marketing and Spanish Language

Obtained: 2:1

- **Core modules:** Direct and Database Marketing, International and Export Marketing, Evolution and Development of Management, Markets and Resources, Understanding Consumers, Tourism Management and Advanced Latin American and Spanish Studies.
- As part of this degree I spent 5 months studying abroad in Granada, Spain where I attended the university and an Intensive Spanish Course. I passed the exams at the University and I gained an outstanding certificate for the language course.

1994 – 2002

Fettes College, Edinburgh

Scottish Highers:

French (A) English, (B) Business Studies, (C), Biology, (C) and Geography, (C).

GCSE:

10 GCSEs achieved A or B grade

Employment

- 2007 Trainee Marketing & Account Manager, West Country Fine Foods, Wiltshire. Sept 07 – Dec 07.
- Working with sales team to rebuild and strengthen relationships with customers by phone.
 - Implementing and monitoring monthly marketing promotions, assisting the Managing Director in the re-branding of the company and looking for new products.
 - Revising and refreshing existing product range and brochure to reflect market changes.
 - Working in and gaining experience in telesales and cold calling, selling the companies products with particular emphasis on monthly promotions.
 - Ensuring promotions are continually changed to maintain customer interest and loyalty while keeping stocks at a reasonable level.
- 2007 Marketing Assistant, FSG International Ltd, Dollar, Scotland. June - present
- Project work aimed at expanding FSG International into the Europe marketplace.
 - Involved in analysing ways of entering Europe and contacting potential clients in the hotel and catering industry in the relevant language, either by phone or e-mail.
 - Also assisted in an administrative role preparing invoices, contacting clients about their orders and resolving any queries.
- 2007 Brand Ambassador, Denvir Marketing, Bridge of Allan, Scotland. January - April
- Main duties involved collecting both quantitative and qualitative data on consumers, leafleting for major events and communicating promotions to customers of household brands for five leading supermarkets in Scotland.
- 2003 Voluntary English teacher in Centro Erê, Maceio, Brazil. January - June
- Taught basic English to children between the ages of 4 and 6 in a small school in the north east of Brazil.
- 2002 Assistant Teacher at Pymble Ladies College, Australia July - December
- Exchange programme with Pymble Ladies College in Sydney, Australia for 6 months.
 - Duties involved marking work, organising sports classes, helping children with learning difficulties, and assisting with boarding house duties.

Positions of Responsibility

- 2006 – 2007 Stirling University's Women's Hockey Club Treasurer.
- Elected to work as a member of the Women's hockey committee.
 - Duties involved budgeting club funds (private and budget accounts) and collecting membership fees.
 - Sought, suggested and controlled fundraising ideas for annual tour.
- 2003 – 2006 Student Class Representative.
- Selected by my class to ensure student's views are heard by members of departments. I represented both my Marketing and Spanish courses and provided valuable feedback on both positive and negative aspects of the course.
- 2002 School Sports Prefect
- Responsible for organising and overseeing sports events for over forty girls.

Other achievements/qualifications

Trinity CertTESOL Teaching English Course, TLI Ltd.
Gold Duke of Edinburgh Award.
Food Hygiene Certificate, REHIS.

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