Name

Address

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Personal statement

A Marketing graduate of (University Name), seeking a varied and challenging position that will consolidate my various types of experience. Knowledgeable about the fundamentals of marketing, along with business strategy, communication, and economic principles – as demonstrated throughout university and during part-time work. A motivated and creative self-starter with a comprehensive ability to meet deadlines, work well under pressure, and communicate effectively.

Key skills

**Effective communication**

* Able to communicate in a variety of ways, both verbally and orally – demonstrated in various presentations as well as seminar and lecture contribution.
* Working in customer service has also helped me to build and expand on my communication skills. My role at Company Name involved daily interaction with all kinds of people.
* Confident communicator on a range of social media platforms – as shown when managing my university publication’s social accounts.

**Creativity**

* Skilled in generating creative ideas, and implementing them to meet strategic goals – as demonstrated during my time working a student journalist for the university newspaper.
* Capable of producing aesthetically pleasing work, in a range of formats and media platforms – shown in a number of engaging presentations and projects that used a combination of text, imagery and video.

**Commercial awareness**

* Able to understand and utilise consumer behaviour in order to hit KPIs – as learnt in a number of modules, and in using my own blog to sell advertising space on a CPC basis.
* Capable of measuring consumer behaviour by tracking various metrics, including page views, CTR, bounce rate, conversion rate, and search engine traffic.
* Understand the importance of effective SEO practice and targeting when it comes to driving online traffic and increasing visibility.
* Stay up-to-date with marketing trends – as shown with a recent project based around competitor insights and comparisons.

**IT & technology**

* Intermediate user of Office applications, including Word, Excel, and PowerPoint.
* Abilities demonstrated in a range of university projects, as well as research and analysis tasks – using Google Analytics.
* Competent user of Photoshop and Dreamweaver.

Education

University Name

(September 2011 – July 2014)

* Marketing (BA hons) – predicted grade – 2.1

*Core modules: Introduction to Accounting and Finance, Economic Principles for Business and Markets, Business Statistics, International Business Environment, Fundamentals of Marketing, Consumer Behaviour, Integrated Marketing Communications, Organisations and Management*

College/School Name

(September 2009 – June 2011)

A-levels**:**

* Business Studies – A
* Maths – B
* Graphics – A

**School Name**

(September 2004 – June 2009)

10 GCSEs, grade A-C, including Maths and English

Employment History

Part-time Customer Service Assistant, Company Name, Location

(September 2011 – April 2012)

Achievements and responsibilities:

* Greeted and served customers in a polite manner, both in person and on the phone
* Rearranged promotional products to influence sales
* Encouraged ‘bundle deals’ and ‘add-on products’ to increase revenue and ensure customer satisfaction
* Replenished shelves within the set deadline in a neat and tidy manner, whilst rotating older stock to avoid wastage
* Ensured the shop was presentable

Hobbies & Interests

Avid blogger and social media user, and an owner of my own blog. Not only do I use it to write and edit articles about all topics related to sports (specifically football), I also use it as a platform to sell advertising space on a CPC basis. Whilst studying, I was also a member of my university football team, and contributed to the sports section in the student newspaper and social sites.

References

References are available upon request.