

Gwasanaeth  
Gyrfaedd a  
Chyflogadwyedd



Careers &  
Employability  
Service

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## EDUCATION

- |             |  |
|-------------|--|
| 2015 – 2018 | Bangor University, Bangor<br><b>BA (Hons) English</b> <b>2:1</b>                             |
| 2013 – 2015 | Coleg Menai, Bangor<br>A Levels: English (A); Maths (B); Psychology (C)                      |
| 2008– 2013  | Ysgol Friars, Bangor<br>10 GCSEs – grades A*-C, including Welsh (A*), English (A), Maths (B) |

## SKILLS

### Communication

- Excellent written communication skills demonstrated in achieving mid to high 2:1 grades in all written university assignments
- Oral communication skills honed in my experience at Storm FM where I sourced stories, interviewed guests and presented a regular show

### Creativity

- Demonstrated in developing a Facebook viral publicity campaign for Bangor English Drama Society's (BEDS) production of "Cat on a Hot Tin Roof" which resulted in ticket sales of approximately 20% above average for January productions
- Designed and implemented a marketing campaign for 'B-Enterprising £10 challenge' competition; our group was one of the few to make a significant profit, largely due to wide awareness of our cleaning service.

### Commercial Awareness

- Developed through my B-Enterprising £10 challenge and attending numerous workshops as part of Global Entrepreneurship week in 2016
- Subscribe to and regularly read Marketing Week to maintain current knowledge of the sector

### Negotiation & Persuasion

- Negotiated a sponsorship deal with a local business for BEDS for the 2017-18 academic year which was mutually beneficial and within my planned parameters
- Developed skills of persuasion through my assignments and presentations at university

**Commented [EHC1]:** Consider including a professional LinkedIn profile, or other social media profiles when appropriate.

Attend our social media and LinkedIn workshops for advice on this.

**Commented [a2]:** Change the order of the sub-headings according to the priorities for the post applied for

**Commented [a3]:** Make sure you give the situation / context of where you developed the skill.



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GCB – Gwobr Cyflogadwyedd Bangor  
BEA – Bangor Employability Award



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B-Fentrus



B-Enterprising



#### Ability to work under pressure

- Working in a busy bar is an intensely pressurised environment which required me to remain calm and polite even when dealing with rude customers
- Juggling commitments of University work, part-time job and other commitments, often involving simultaneous deadlines such as exams or assignment deadlines coinciding with BEDS productions

#### RELEVANT EXPERIENCE

##### 2017 – 2018 Bangor University English Drama Society – Publicity Officer

After being an active member of the society during my second year, I was elected publicity officer for my final year at University. I successfully planned, managed and implemented the society's publicity for the year, resulting in a 15% increase in membership over the course of the year and sell-outs of two of the four productions.

Commented [a4]: Make sure you relate your skills to those required by the employer & field of work

##### 03/2016 Work Taster – Marketing Company Ltd, Bangor

Two weeks work shadowing at specialist marketing company gave me the opportunity to observe client meetings and briefings, liaison with printers, designers and distributors as well as observing pitches to prospective clients.

#### OTHER EXPERIENCE

##### 2015 - present AnyBar, Menai Bridge

Part-time work throughout university

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##### 2015 - 2017 Storm FM – Researcher/ Presenter

Researching news and student-interest stories, sourcing and interviewing guests and presenting a weekly lunchtime show.

##### 2016 B-Enterprising £10 Challenge

Took part in Bangor University B-Enterprising department's £10 challenge as part of a team of five fellow students. We were given £10 and tasked with making as much profit as possible in a week. I was responsible for marketing our cleaning service to fellow students; we made £60 profit.

#### ADDITIONAL INFORMATION

**Languages:** Fluent Welsh, basic French

**IT:** Fully conversant with all standard Microsoft Office Applications, internet research and A1 marketing software

**Other:** Full, clean driving license and own car

**References:** Available on request



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1 October 2017

Mr Any Person  
Human Resources Officer  
Any Company Ltd.  
Somewhere  
PP2 2PP

Dear Mr Person,

I read with interest your recent advertisement for a Graduate Marketing Trainee in Marketing Week, and enclose my curriculum vitae for your consideration.

I first became interested in a career in marketing when I got involved in the marketing of Bangor English Drama Society (BEDS) during my second year at University, after which I was elected as Publicity Officer for the Society. As you will see, since that time I have actively sought out opportunities to gain experience and develop my skills in this area, attempting to gain experience in a variety of environments and roles. You will see from my CV that I possess what I feel to be the core skills required to be successful in marketing, and I am now seeking an opportunity which provides me with the opportunity to further build on and develop these skills within a medium sized, expanding marketing firm, such as Any Company Ltd.

Any Company Ltd attracts me because of the variety and depth of experience offered in your training scheme. Whilst I have the core skills needed to succeed in a Marketing role, I am, as yet, undecided as to which specific direction I would like to take my career, so the opportunity to gain experience in all areas of your practice is hugely exciting. Having met two of your recent graduate recruits at "The Jobs Fair" last autumn, who spoke passionately about the supportive and encouraging work environment at Any Company Ltd has strengthened my desire to join Any Company Ltd.

I would be available to work from the beginning of July 2018 and can be available for interview at the times outlined in your advertisement.

Yours sincerely

David Owen  
Enc: Curriculum Vitae

Commented [a6]: Introduce self and why you are applying

Commented [a7]: Show the relevance of your knowledge and experience for their business

Commented [a8]: Show knowledge of the organisation



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