

# Joe Bloggs | Marketing Undergraduate

Location: Lincoln

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## Personal statement

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Final year marketing student with strong communication and commercial awareness skills. Seeking marketing graduate scheme for September 2019.

## Skills summary

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### Communication

During my time volunteering as an **SU Activator** I acted as an ambassador, supporter and general point of contact for new and existing students of the University. This role involved effectively communicating with Freshers, parents, returning students and members of staff.

### Commercial Awareness

Working alongside The University of Lincoln Students' Union's marketing team during my **Digital Communications Placement** helped me develop my understanding of the work the Students' Union does, in the charity and commercial areas of the organisation. I was able to demonstrate this understanding when I updated website content and prepared text for welcome materials for Freshers 2017.

### Organisation

In balancing my part-time job and **extra-curricular activities** alongside my studies I have developed strong time and self-management skills. I am predicted a grade 2:1 upon finishing my course, showing I can prioritise tasks without this affecting the quality of my work.

### Team Working

Working in hospitality as a **Waitress** and as a **Bar Staff Team Member** helped me strengthen my team working skills. Being able to communicate efficiently is essential in hospitality, particularly in busy periods. I demonstrated that I am adaptable and flexible in always being willing to help cover shifts or stay late if necessary.

## Leadership

As a **Course Rep**, I was elected by fellow students to represent their views, gather ideas and issues and present these at meetings. I treated all of the students I represented fairly and I was consistent in representing their needs.

## Employment history

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- **The University of Lincoln Students' Union, 2016 – present**  
Bar Staff Team Member
- **ASK Italian, Lincoln, 2014 – 2016**  
Waitress & Front of House

## Volunteering

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- SU Activator
- Course Rep
- **Oxfam, Lincoln, 2015 – present**  
**Volunteer Marketing Assistant**  
I volunteer for a few hours every weekend at my local Oxfam shop to produce marketing materials, plan fundraising events and manage the promotion of the shop.

## Work Experience/Internships

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- **Digital Communications Placement, The University of Lincoln Students' Union, Summer 2017**  
Working with the Marketing Team and more specifically the Digital Communications Assistant to help update website content, create marketing plans for Freshers and prepare materials for Freshers Fayre.

## Training

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- First Aid
- Safeguarding
- GDPR

## Education & qualifications

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- **BSc (Hons) Marketing, University of Lincoln, 2016 – present**  
Achieved 67% in second year examinations. Predicted grade 2:1.
- **Lincoln High School, 2009 - 2016**  
A Level English Literature (A), Business (A), Psychology (B)  
A\* - B Grade GCSE's (including English, Maths and Science)

## Other skills & achievements

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- Driving licence
- Proficient in InDesign, Premier Pro, TweetDeck