

Martina Smith

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EDUCATION AND QUALIFICATIONS

2011 – 2014 **BA (Hons.) Accountancy & Management with a Year in Industry, University of Kent (predicted 2:1)**

- **Modules studied** include global business environment and introduction to marketing, marketing strategy, corporate and business strategy and managing people. Gained knowledge of marketing management and strategies in the context of modern day business environment.
- **Independent and team projects** developing good team working, presentation and report writing skills; currently working on team project of a case study of implementing a long-term marketing strategy for a leading food manufacturing business, which will be presented in business report format.
- **Year in Industry:** Marketing placement at Enterprise Rent-a-car during penultimate year (details provided below). Achieved **first class** mark for placement report.

2007 – 2011 **Dane John High School, Folkestone, Kent**

A-levels: Maths (A), History (C), English (B)
9 GCSEs (grades A-C)

MARKETING EXPERIENCE

2012 – 2013 **Marketing Assistant, Enterprise Rent-a-car, London (12 months placement)**

- Responsible for collating sales data and producing weekly and monthly management reports, including market share analysis. Became very confident in using Excel.
- Worked in team of six, contributing to updating of new car hire brochure and liaised with printers and distributors on regular basis.
- Achieved weekly targets, worked to tight deadlines and managed priorities.
- Contributed effectively to market research project about customer satisfaction, developed and designed online questionnaire and assisted actively in data collection by telephoning 50 customers and completing questionnaire.
- Evaluated and analysed data of 500 customers in total and produced business report.
- Gave presentations to other team members and to senior management about outcome of customer satisfaction research project.
- Participated in weekly team meetings and developed confident communication skills.
- Contributed to organisation of staff fund-raising event for Children in Need, which involved researching questions for pub quiz for over 80 staff, raising over £600.

OTHER EXPERIENCE

Jul 2011 **The Red Lion, Gillingham, Kent**
Bar Assistant

- Took orders for drinks and snacks and dealing with payments.
- Responsible for maintenance of hygiene within Health and Safety regulations
- Developed excellent customer service and interpersonal skills, communicating with a wide range of people. Worked in small team of three.

Jul – Aug 2010 **Retail Assistant**
Waterstones Bookshop, Chatham, Kent

- Dealt with customer enquiries in person and over the telephone, strengthening client-facing skills, commercial awareness and product knowledge
- Operated tills, took cash and card payments, logged daily takings using in-house cash management system
- Deputised for departmental manager, resolving customer complaints and organised staff rota issues
- Won employee of the month award for outstanding customer service

ADDITIONAL SKILLS

IT: ECDL (EU recognised computing qualification), competency in all Microsoft packages, especially Word, PowerPoint and Excel; also familiar with MS and Ubuntu operating systems

Languages: French (intermediate/conversational level)

Other: Driving licence since May 2012

INTEREST AND ACHIEVEMENTS

- **Commedia Dell' Arte Society:** member of theatre group, learning and practising art and style of Italian street theatre; **Treasurer** - responsible for budget negotiation and keeping track of expenditure; member of society's management team.
- **Kent Baking Society:** member of society, contributed to fundraising project, selling cupcakes to staff and students on campus; also took initiative for producing posters and advertising campaign to market society at Fresher's Fair
- **Travel:** have travelled across Australia and New Zealand with a group of four last summer; learned to be adaptable and flexible and increased cultural awareness.

References available on request.