

Jane Smith

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A recent media and marketing graduate and Gold Duke of Edinburgh's Award (DofE) holder with a 2:2 honours degree from the University of Seaside, looking to secure a graduate retail marketing position to use and further develop my skills and knowledge in a practical and fast-paced environment. My career goal is to assume a role which allows me to take responsibility for the marketing practices of a well-respected and market-leading retail company.

Work experience

2013 – 2016 **Next Retail, Senior Sales Assistant**

Working in Next whilst studying for my degree I gained retail experience to complement my technical marketing studies. I was promoted from a Sales Assistant to a Senior Sales Assistant which increased my responsibility for managing customer enquiries and overseeing stock replenishment. This helped me develop my leadership skills and gave me an understanding of the business impact of customer insight.

2006 – 2016 **Volunteer, British Heart Foundation**

Volunteering in British Heart Foundation (BHF) shop (through my DofE)
I volunteered at the BHF shop in Townside and Seaside as part of my DofE programmes. Whilst completing my DofE, I was able to develop a range of skills as detailed below.

Skills I developed whilst doing my DofE

Communication

Through my DofE volunteering which amounted to over 130 hours, I developed my communication skills, liaising with customers in the BHF shop and interacting with other volunteers and staff. I was declared the store's 'top seller' in 2010, increasing profits by 10%, due to my 'exceptional customer service' and took on the responsibility of training new volunteers.

Team working and leadership

I worked with six other people to complete my three DofE expeditions; this involved us talking through potential problems before they became issues, listening to all opinions and taking leadership when necessary. I was responsible for map navigation which played an important part in us all completing the section.

Self-motivation, drive and commitment

I managed my academic studies alongside the completion of my DofE skills (piano playing) and physical (football) activities for over a period of six years. This involved setting long-term and short-term targets, overcoming obstacles such as when I broke my ankle and had to start again with my football fitness, and creating a schedule for my time outside of school.

Resilience

Achieving all three levels of The Duke of Edinburgh's Award has involved unwavering resilience, especially when faced with knockbacks such as when I broke my ankle. Keeping sight of the end goal and not letting problems derail my focus has been a character-building experience that has increased my confidence and I believe, prepared me for the working world.

Technical skills summary

Microsoft Office 2016

The Chartered Institute of Marketing training course

Extra-curricular achievements

Bronze, Silver and Gold Duke of Edinburgh's Award holder

The Plain English Speaking Award, runner-up, 2015

Education and academic qualifications

2013 – 2016 Marketing 2:2 BA Hons, Seaside University

2006 – 2013 Right School

3 A Levels: English (A), Maths (C) and History (C)

9 GCSEs grades A – C

References

Roger Temple, DofE Leader

Angela Ritchie, Head Teacher, Right School