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| JAne DoeGlasgow | 65 Hillhead Street, G12 8QF | **www.linkedin.com/in/student/** (+44) XXXXXXXX | student@gmail.com  |
| I am a hard-working and passionate 4th year business student, with a keen interest in consumer marketing and innovating to make change. With experience collaborating in diverse teams, I am adaptable and have fostered strong interpersonal and cross-cultural skills. I am eager to secure a marketing graduate role that allows me to engage with people, excel professionally and contribute to developing creative campaigns for consumers. |
| EducationThe university of glasgow, glasgow *– business and management ma – First Class (2021 – 2025)** **Relevant Modules:** Digital Marketing Strategy, Strategic Marketing, Entrepreneurship and Marketing Communications.
* Client engagement project developing a marketing communications strategy for Johnnie Walker, analysing their Scottish market segmentation and developing an innovative campaign to capture sustainably focused consumers.
* Strategic management consultancy project for PhotosInc, conducting site visits and analysis of a North American B2B and B2C consumer base. Provided recommendations for growth using technological and AI developments
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| ExperienceST Marys Choir, Glasgow *– Vice president communications (2024 – Present)** Led the choir’s communication strategy by managing Instagram, Facebook, and a WordPress webpage to market events, engage audiences, and increase community outreach, developing touch points by monitoring and incorporating trends.
* Coordinated internal and external communications, including arranging provisions for events, informing members of responsibilities, and ensuring deadlines were met through attentive and friendly email correspondence.

**wetherspoons, Glasgow** *– FRONT OF HOUSE (2022 - 2024)* * Served customers in a fast-paced pub setting, being attentive, establishing rapport with strong interpersonal skills to ensure a positive experience for all customers - receiving the most named reviews during our busiest month.
* Assisted creating social media content to attract customers highlighting the pubs unique atmosphere and services, analysing our customer base to tailor innovative content.

BArefoot in Business, Glasgow *– volunteer Tutor (2022 – 2023)** Enhanced presentation and communication skills by delivering engaging lessons on entrepreneurship, guiding primary school children in developing and marketing their own small businesses.
* Fostered a positive and interactive learning environment and built rapport with students
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| EXTRACURICULAR* Member of Marketing Society at university, attending panels and networking with professionals.
* Keen personal interest in fashion and self-care, as a member of the Self Care and Charity Fashion Show Society
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