

Euan Chen

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Use your name as a heading and only include relevant personal details

Modern Languages Student with international study and customer service experience, seeking to apply proven social media expertise in a digital marketing internship.

Profile is optional but can help target your CV. Keep it short and make it directly relevant to the role.

Higher Education

2012 to 2017

University of Glasgow, MA French and Spanish, 2:1 expected

Final Year Dissertation: The Representation of Women in 18th Century French Literature and its Role in the French Revolution

- Social Convenor of Isabella Elder Feminist Society

Sep 2015 - Jun 2016: Study Abroad: History, University of Bordeaux,

Independent Study Project: The Jacobin Club, its Formation, Role in the French Revolution and Legacy .

Grade A achieved. Modules covered Medieval, 18th and 20th Century periods. All classes taken in French.

- Active member of Nicolas de Condorcet Society

Minimal details about University. Details given in skills profile

Skills Demonstrated

Digital Media and IT

- Used Facebook, Instagram and Snapchat to raise the profile of the Glasgow University Isabella Elder Society. Raised membership by over 100% during session 14/15.
- Developed Isabella Elder Society Website - <https://isabellaelder.wordpress.com/>
- Advised the University of Bordeaux Nicolas de Condorcet Society on the potential use of Social Media to raise its profile and publicise events. Took account of widespread cultural reticence to Social Media to design appropriate strategy. Committee were pleased with increased engagement and no conflict.
- Developed web site – www.grottotoys.scot - used Social Media to promote effectively new developments in model toys to parents. Helped increase sales by 10%.
- Developed and maintain Toy Grotto customer database on excel.

Skills headings should reflect job requirements

Evidence should state where you gained the experience.

Verbal Communication

- Gave 20 minute presentation in French on the Jacobin Club to staff and peers at the University of Bordeaux. Feedback from staff excellent.
- Helped create publicity strategy for Nicolas de Condorcet Society in close collaboration with other members, in French. Membership increased laterally, as profile of society grew.
- Give excellent customer service in person at Toy Grotto, resulting in increasing customer loyalty and repeat business.
- Negotiate with suppliers of Toy Grotto, advise owner on buying, and train one other staff member.
- Often defused potentially awkward situations involving customers under the influence of alcohol at O'Malley's Bar.

Writing

- Achieved A grade for Independent Study Project at University of Bordeaux, a 10 000 word dissertation in French. Achieved not less than B3 in all written coursework and exams. Most grades B1 to A2.
- Blog monthly on Isabella Elder Society Website. Feedback from colleagues and readers very positive.
- Write to media outlets and agencies, effectively and sensitively, when the society members are concerned that content is inappropriate.
- Designed, produced and printed leaflets for Toy Grotto and distributed these to customers
- Write content for Toy Grotto website – feedback from owner positive

Use action verbs and show measures of success.

Project and Time Management

- In 2015 led team of four to organise Isabella Elder Society led symposium and discussion entitled “Sci-Fi and Fantasy – Katniss Everdeen or Wonder Woman? Used MS Project Manager to carefully identify milestones. Sensitively allocated tasks to other team members taking into account strengths and weaknesses. Chaired weekly progress meetings to ensure tasks completed on time and to maintain high team morale. Contacted and persuaded Suzanne Collins to give a ten minute talk on video to give background context to discussion. Negotiated so that this was done to a tight deadline to ensure availability of video at event.
- At Toy Grotto accurately monitor stock, and order new stock within tight timescales to ensure customer satisfaction.

Initiative

- Promoted to manager of Toy Grotto in June 2015 due to impact of marketing and selling suggestions.
- Identified gap in the digital marketing strategy of The Isabella Elder Society, which was heavily reliant on Twitter. Raised this with Committee and offered to revise strategy. Presented this to Committee, who were happy to accept.
- Convinced Isabella Elder Society to hold Sci-Fi symposium, dove-tailing with Glasgow Science Festival to maximise attendance.
- Persuaded owner of Toy Grotto to diversify marketing techniques, incorporating social media, to promote Toy Grotto more effectively

Previous Education

2006 - 2012 Grantown Grammar School, Grantown, Invernesshire

2013 Advanced Higher: French (B); History (C) **Higher:** Music (B)

2012 Higher: Maths (A); French (A); English (A); History (A); Business Management (B)

- Helped run youth club for 12-16 year olds. Member of leadership team of six, led by full time co-ordinator. Organised and supervised twice weekly activity sessions and summer camp in the Cairngorms. Often used as 'sounding board' by young people.

Work Experience

Jun 2014 to present Retail Manager and Assistant, Toy Grotto Toy Shop, Glasgow

Mar 2013 to Jun 2014 Bartender, O'Malley's Irish Bar, Glasgow

June 2012 to Sept 2012 Sales Assistant: Strathspey Cycles, Coylumbridge

Work experience details brief, details of skills gained and achievements in skills profile.

Hobbies and Interests

- Basketball: Play twice weekly. Enjoy friendly competition and encouraging team-mates to succeed.
- Enjoy cooking fortnightly for friends, especially Asian and Mediterranean food.
- Hill walking and mountain biking in the summer. Have climbed 10 Munros so far.

Add context to your interests, what have you gained from them? What skills have you demonstrated?

Referees

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