

ALISON THORPE

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Education and qualifications

2009–present *University of Abingdon, BA in modern history. Predicted 2.1*

2002–2009 *John Redmond High School, Ipswich*

A levels: History (A), English (A), French (B)
GSEs: 10 A and A* grades including maths and English

Employment history

2011 (June–September) *12-week PR and communications internship with Galactic Cosmetics, based in London*

- Provided organisational support to team behind successful launch of new product, Vita shampoo, which exceeded sales targets for first month by 7%
- Devised and presented a plan on how best to market Vita shampoo to a younger audience by using social media to engage with potential influencers
- Put my plan for marketing Vita shampoo into action, using Facebook and Twitter to attract target audience. This contributed 20% of traffic to product website
- Negotiated and organised reader offers and makeovers with 10 publications
- Checked and updated a database of hundreds of media contacts such as beauty editors on consumer magazines and bloggers. Managed product mailout to them
- Handled press calls and persuaded journalists to feature Vita shampoo
- Monitored newspapers, magazines, online and social media for coverage
- Compiled daily reports for project launch team leader, analysing sales information and media impact

2010 (June–September) *Retail assistant, Waterstones bookshop, Ipswich*

- Won Employee of the Month award for outstanding customer service
- Deputised for the department manager. Resolved problems such as customer complaints and colleagues' difficulties with retail systems
- Trained and supported two new members of staff on how to use the retail point of sale, cash management and order management systems

2009–2010 (October–April) *Waitress, The Winery, Abingdon*

- Tact, diplomacy and judgement needed in situations such as: asking for proof of age; responding to complaints; managing incidents such as disputes between customers

2009 (June–September) *Telesales, Eastern Electricity, Ipswich*

- Exceeded personal sales target by 10%
- Proposed the introduction of a mentoring scheme for new starters and revisions to the standard sales script given to them. Both ideas were implemented

Further positions of responsibility

2010–present *Secretary of Abingdon University History Society*

- Worked with the rest of the committee to brainstorm, agree and act on a plan to reverse a decline in membership of the society. Increased membership by 10%
- Arranged the venue, refreshments, publicity and entertainment for a fundraising fancy dress gala attended by 250 society members and guests, which made £500 profit
- Promoted the society using social networking. Engaged with students using the society's Facebook page, blog, website and Twitter feed
- Organised management committee meetings. Wrote and circulated agendas and meeting notes. Kept committee members up to date with progress on our plan

2009–present *Freelance journalist for local and student publications*

- Contributed monthly music review column to student newspaper, Abingdon Student
- Used initiative, news sense and understanding of interests of different audiences to pitch proposals and place articles in range of local publications

2009 (September–April) *Fundraiser for Abingdon University Snowboarding Society*

- Persuaded local branch of White Sports to sponsor the Snowboarding Society's Easter trip to France by providing kit
- Placed a photo story about the society's French trip in two local newspapers. This positive publicity secured White Sports' ongoing support

Language skills

- Fluent French, used to liaise with Galactic Cosmetics' head office in Paris during internship
- Working knowledge of Spanish

IT skills

- Highly competent user of Microsoft Office: Word, Excel, Access and PowerPoint
- Confident and effective user of social media: Twitter, Facebook and Blogger
- Good working knowledge of both Microsoft Windows and Mac OSX environments
- Good understanding of HTML mark-up and principles of website design, gained from working on university society websites and internship with Galactic Cosmetics
- During internship with Galactic Cosmetics, gained basic understanding of project management software and tools (MS Project, PERT and GANTT charts)

References

Ms Gemma Lipstick
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Abingdon University
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