

ALISON THORPE

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Education

2015–present University of Abingdon, BA in modern history. Predicted 2.1

2008–2015 John Redmond High School, Ipswich

A levels: History (A), English (A), French (B)

GCSEs: 10 A and A* grades including Maths and English

Work experience

2017 (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 this into action, using Facebook, Twitter and Instagram to attract target audience. This contributed 20% of traffic to the product website during my internship
- Negotiated and organised reader offers and makeovers with 10 publications
- Checked and updated a database of hundreds of media contacts such as beauty bloggers and editors on consumer magazines. Managed product mailout to them
- Monitored social media and online and print publications for coverage and reported back to project team leader

2016 (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

2015–2016 (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

2015 (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

Volunteering achievements

2016–present Secretary of Abingdon University History Society

- Worked with the society's 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 blog, website, Facebook page and Twitter and Instagram feeds
- Organised management committee meetings. Wrote and circulated agendas and meeting notes. Kept committee members up to date with progress on our plan

2015–present Contributor to student and local publications

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

2015 (September–April) Fundraiser for Abingdon University Snowboarding Society

- Persuaded local branch of the sports shop 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
- Effective user of social media: Twitter, Facebook, Instagram and YouTube
- 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 website and internship with Galactic Cosmetics
- During internship with Galactic Cosmetics, gained a basic understanding of project management software and tools (MS Project, PERT and GANTT charts)

References available on request