

# Anna Annaville

## BA (Hons) Marketing Practice finalist seeking graduate marketing role

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### Profile

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- Marketing degree finalist with practical experience gained from delivering on a number of “live projects” and a 2:1 average. Keen to secure a graduate role in marketing.
- Successfully completed a number of 3 marketing internships which has given me a strong understanding of what is involved in developing a career in sales and marketing.
- **Certifications-** Independently undertook the following certifications:
  - Google Search Advertising Certified
  - Google AdWords Fundamentals Certified
  - Google Display Advertising Certified
  - Google Mobile Advertising Certified
  - Hubspot Email Marketing Certification
  - Hubspot Inbound Marketing Certification

### Education

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2013– 2016 | NATIONAL COLLEGE OF IRELAND | BA (Hons) Marketing Practice

**Modules:** Marketing Law, Marketing Strategy, Project Management, Sales Management and Distribution Management, Integrated Marketing Communications, Consumer Behaviour, Digital Marketing, Statistics, Digital Technology, Market Research and New Product Development, Brand Management, Entrepreneurship, Fundamentals of Marketing, Financial Analysis, Management & Organisation, Emerging Technology and Economics.

**Live Projects:**

- *Betfair:* xxx
- *Dublin Airport Authority:* xxx
- *Digital Media Awards Event 2015:* xxx
- Credit Union (Marino): xxx

2006– 2012 | NAME OF YOUR SCHOOL | Leaving Certificate

### Work Experience

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05.16-09.16 | ANNAVILLE CORPORATION | Marketing Assistant

- Independently secured a summer internship with Annaville Corporation where primarily focused on brand development, promotional activities, social media and communication with clients
- Developed strong commercial understanding through the planning, promotion and implementation of events and brand strategies
- Maintained portfolio of photography for the re-brand of the range of company products, worked with Brandbank.
- Strengthened my digital marketing skills through managing social media accounts, including starting a brand Instagram page which reached over 2,500 followers by the end of my placement
- Took sole responsibility for the design and promotion of a specialised product
- Enhanced customer service skills through daily interaction via email and social media, as well as weekly in-store tastings and regular attendance at consumer shows such as Bloom and The Ploughing Championship.
- Developed my marketing skills, creativity, budget and time management through responsibility for a variety of both online and off line campaigns, which were set within particular time frameworks and budget

#### 05.16-09.16 | ANNAVILLE SCHOOL | Digital Marketing Intern

- Managed the social media platforms for Annville School.
- Sourcing relevant material and content for use
- Keeping online presence and updating school activities on a daily basis
- Arranging, attending and promoting the Schools events
- Gathering and interpreting social media statistics

#### 06.15-09.15 | ANNAVILLE HOTEL | Digital Media Administrator (Part Time)

- Developed a social media plan and was responsible for updating all social media accounts (Facebook, Twitter, Instagram & Pinterest).
- Involved in the launch of a new website and creation of website content.
- Designed marketing materials for use internally and externally.
- Worked on advertising campaigns for the various areas of the hotel including rooms, weddings, golf, leisure and spa.
- Responded to guest reviews on TripAdvisor, Expedia and Booking.com.

#### 01.13-Date | ANNAVILLES BREWERY | Brand Ambassador (part time throughout College)

- Representing the brand at off licenses, charity tastings, and other high profile events and festivals.
- Hosting tasting sessions in off-licences & pubs educating consumers about the Annavilles Brewery brand – increasing sales by up to 125% at some locations.
- Promoting the brand and driving sales at festival weekends e.g. Bloom, Craft Beer festival.
- Developed a full knowledge of the products and production processes associated with Annavilles Brewery.

### Hobbies & Interests

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#### *XXX GAA Club- Social Media*

- Member of XXX GAA Clubs since the age of 5.
- Created a Facebook page and Twitter account for the club. We now have xxx followers.
- Maintain the Facebook and Twitter pages by posting club news, photographs, reports on matches, fixtures, upcoming events, fundraisers, and I tweet the score minute by minute at some matches by using the app GAA Journo.

#### **Farmers Markets**

- Farmer's market and artisan food enthusiast.

#### *Fitness*

- Black belt in TaeKwondo
- Keen runner and ran the Dublin Marathon in 2015
- Represented National College of Ireland on the soccer team in 2013 & 2014. Reached the college league final in 2016.

REFEREES AVAILABLE UPON REQUEST

## APPENDIX:

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### College Exam Results-Year 3-Completed 2016/2017

Strategic Management	xx%
Project Management	xx%
Operations Planning and Design	xx%
Elective Module	xx%
Elective Module	xx%
Elective Module	xx%

### College Exam Results-Year 2-Completed 2015/2016

Entrepreneurship	xx%
Accounting for Business	xx%
Management	xx%
International Business	xx%
Elective Module	xx%
Elective Module	xx%
Elective Module	xx%
Elective Module	xx%

### College Exam Results-Year 1-Completed 2014/2015

Business Law	xx%
Marketing	xx%
Organisational Behaviour	xx%
Microeconomics	xx%
Financial Accounting	xx%
Human Resource Management	xx%
Macroeconomics	xx%
Quantitative Analysis	xx%

### Leaving Certificate Results-Completed 2014- XXX Points

Irish	(X)	XX
Maths	(O/H)	XX
English	(O/H)	XX
French	(O/H)	XX
Home Economics	(O/H)	XX
Geography	(O/H)	XX
Business	(O/H)	XX