

CV SAMPLE
SCHOOL OF BUSINESS
(WITH APPENDIX)



National
College *of*
Ireland

Caroline Kennedy

NATIONAL COLLEGE OF IRELAND

Anna Annaville

(+353) 87-111111 | annaannaville@hotmail.com | <https://ie.linkedin.com/in/ckennedynci>

Profile

- Marketing degree finalist with practical experience gained from delivering on multiple “live projects” and proven work ethic throughout achieving a 2:1 average.
- Independently secured two business internships with a focus on digital marketing and digital media, developing strong planning and organisational skills to manage multiple accounts online.
- Passionate about social media and have taken on 2 volunteer roles to develop skills in social media marketing, most notably increasing user interactivity by 126% for the Fashion Society in NCI.
- Teamwork skills developed through college projects and part time work experience. Team achievements include representing NCI on the college soccer team and reaching the college league finals in 2019.

Certifications - Independently undertook the following certifications:

- Google Search Advertising Certified
- Google AdWords Fundamentals Certified
- Hubspot Email Marketing Certification
- Hubspot Inbound Marketing Certification

Education

2015- 2018 | NATIONAL COLLEGE OF IRELAND | BA (Hons) Marketing Practice

Result: 2.1

Modules: Marketing Law, Marketing Strategy, Project Management, Sales Management and Distribution Management, Integrated Marketing Communications, Consumer Behaviour, Digital Marketing, Statistics, Digital Technology

Live Project:

Betfair: Created a strategic digital marketing plan for Betfair during the Christmas period with a strong go-to market recommendation. This marketing plan was created using the digital marketing model, SOSTAC, as a framework. Identified the business and marketing opportunity for Betfair, defined the advantages and disadvantages of offline and online betting models and proposed a marketing communications mix; integrating multi-channel strategies and social media promotions.

2006- 2015 | THE ANNAVILLE HIGH SCHOOL | Leaving Certificate

Experience

05.18-Date | NICE RESTAURANT | Waiter

- Working 24 hours a week during term time (3 eight-hour evening shifts weekly) within this busy and vibrant restaurant with menus that follow the seasons.
- Setting up and serving in the private dining rooms (34 and 26 covers) and restaurant (70 Covers).
- Began working as a non-paid intern for two hundred hours. However, within the first hundred hours was offered a paid position.
- Serving at functions which include corporate hospitality, business meetings, product launches, weddings, birthdays and christenings.

05.17-05.18 | ANNAVILLE SCHOOL | Digital Marketing Intern

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

06.16-05.17 |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.

01.13-05.15| 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.

Interests and Achievements:

Fashion Society – Social media Manager

- Driving interaction with members of our society online through our Facebook page, Twitter, Instagram and official website and also to drive awareness of our events, quite notably the Vodafone sponsored fashion show.
- Increased interactivity with members by 126%. Facebook likes also increased by 37% over the period that I managed the page
- Liaised with our sponsors and a few public relations companies in order to evaluate monthly performance through looking at key performance indicators.

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:

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 Management	xx%
International Business	xx%
Elective Module	xx%
Elective Module	xx%
Elective Module	xx%
Elective Module	xx%