

I am a marketing professional and graduate with eight years experience in the music, film and theatre industry. I have excellent communication skills, experience of working as part of and managing a large team, and have a track record in achieving company targets. CIM-qualified, I'm working towards the Professional Postgraduate Diploma next June.

Use your introductory profile to state who are and what you can offer. Any relevant vocational qualifications should be added.

## EMPLOYMENT

Aug. 2002 - present **Assistant Head of Marketing, Kestrel Records, Manchester**

- Responsible for devising and executing marketing strategies for musicians signed with Kestrel Records
- Initiated and headed large project to develop Kestrel Record's online shop which increased music sales by 30%
- Achieved company's highest record sales for a compilation album by targeting schools, local bars and clubs
- Manage and motivate a team of ten staff. Chair daily meetings and oversee personal and team objectives

• Where possible, state figures when relevant to a target. It gives the employer a better idea of your achievement.

• Always say how you achieved a certain target. Employers want to see evidence, otherwise it can look very subjective.

• List companies you've worked with to show your skills with external clients.

Oct. 1998 – Aug. 2002 **Senior Marketing Executive, Avocado Films, Manchester**

- Headed online and print promotions with The Guardian and Time Out to promote films from Hollywood to art-house

• Make sure your employment details don't read like a job description but focus on what you achieved and how.

- Developed new strategies such as electronic press packs and viral marketing which increased press awareness
- Motivated a team of three Marketing Assistants and won Best Marketing Team at company's international awards
- Worked with local filmmakers to promote the city's film festival and achieved record ticket sales via teaser campaign

Sep. 1996 – Oct. 1998 **Online Marketing Assistant, Broadwalk Theatre, Birmingham**

- Designed and set up the theatre's first contacts database to enable effective communication for new productions
- Wrote, designed and produced flyers and posters to promote shows and theatre activities for London-wide distribution
- Successfully set up first solo project to promote theatre workshops for young children which still continues
- Worked with theatre companies such as The Rep and PR agencies to effectively promote new productions and tours

• Use of active verbs in the past tense are far more effective than using 'designing' as they give a sense of realisation.

## EDUCATION

• State the classification of your degree. Omitting it will surely invite questions.

Currently working towards Chartered Institute of Marketing's **Professional Postgraduate Diploma**  
June 2000 – **CIM Professional Diploma in Marketing**  
June 1996 – **2:1 Media Studies with French**, University of South London. One year studying in Paris.  
June 1992 – **3 A Levels**, Cromwell School, London

• Don't use the phrase 'Attended courses' as it sounds too passive. Always say 'Trained in' or 'Skilled in' and provide as much detail as you can including length of course and any qualifications obtained.

• If you are a graduate, you don't really need to list which A-Levels you did, just how many.

## SKILLS

- Computer-literate – advanced level in all MS Office programs (Word, Excel, PowerPoint and Access)
- Internet and email-proficient. Typing speed of 60wpm. Advanced level French
- Trained in assertiveness, marketing techniques, meeting skills and report writing – weekend courses at Manchester Marketing School as well as a residential one-week management course.
- Arranged Kestrel Records' annual teambuilding weekend
- Full clean driving licence

• If you have clean driving licence, it's always handy to state it.

## INTERESTS

• 'Interests' is often a tricky one. You don't want to have too many or too few. But whatever you do, don't make it up!

Sports and fitness – I play ladies football once a week and am a member of a running club. Enjoy fashion shows, live music and restaurants.

## PERSONAL DETAILS

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References available on request