

Angela Graduate

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a.grad@student.uts.edu.au

Permanent resident

Education

Bachelor of Business (Majors: Marketing and Management) 2011 – 2013
University of Technology, Sydney

Results: Currently achieving a Credit average

Higher School Certificate 2010
Birrong Girls High School

Employment

The Candy Company, Sydney Feb 2012 – Aug 2012
Marketing Assistant (Contract role)

- Researched and analysed consumer categories via a SWOT analysis to determine strengths and weaknesses of current product packaging.
- Drafted media releases and communications for approval by Marketing Manager.
- Compiled written report with outcomes and recommendations for consideration.
- Proposed an alternative marketing strategy.

Achievement: Elements of my proposed marketing strategy were successfully implemented.

Stationery Plus, Ashfield Mar 2011 - Feb 2012
Retail Assistant,

- Provided specialised product information to customers
- Assisted with weekly promotions
- Pre-ordering of products

Achievements: Promoted to supervisory role after 8 months and exceeded monthly sales targets on 7 occasions.

Relevant Skills

Media Relations: Have written and followed up media releases, scripted radio announcements and organised interviews for television, radio and print. Organised celebrities for promotional functions, including photoshoots, in collaboration with the Creative Media Company. Responsible for organising local media involvement in special events.

Special Events Coordination: Initiated several local and regional promotions for The Oaktree Foundation. This involved extensive research, planning, negotiation of sponsorship, as well as liaison with police, councils, community service groups, volunteers, sponsors and media. Organised production of leaflets and promotional material then distributed these and directed operations on the day. Responsible for budgets and the financial success of events.

Public Relations: Represented Oaktree at many promotional and media functions including CharityDay and Volunteerathon. Lectured to community groups and have managed inquiries from all sectors of the community.

Computer and Technical: Experience with InDesign, Photoshop and MS Packages including Visio and Powerpoint.

Professional Membership

Australian Marketing Association – Student Member

Extra-Curricular Activities

UTS Marketing Society: Membership Officer 2013

Charity Work: Volunteer Marketing Officer for The Oaktree Foundation, 2011-2012

Tennis: Member of Ashfield Tennis Club and play in local competition.

Referees

Ms Christine Frampton
Marketing Manager, The Candy Company
Tel: 3456 789 012
Email: Frampton@candycompany.net.au

Mr. Jo Smith
Lecturer, UTS Business School
Tel: 4567 890 123
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