

MARY FERGUSON

22 CHURCH STREET, SMITHVILLE, NSW 2000
PHONE: 61-2-XXXX-XXXX, XXXX-XXX-XXX (MOBILE)
E-MAIL: MARYMARKETER@YAHOO.COM.AU

OVERVIEW

I am a recent marketing graduate looking to start a marketing career in the fast moving consumer goods (FMCG) industry. I graduated in the top 10 per cent of my year with a business studies degree majoring in marketing. I completed an internship in a marketing consultancy as part of my degree and have held several marketing roles in my extra-curricular activities. My objective is to secure a marketing assistant or assistant brand management position with a professional and dynamic FMCG company.

EDUCATION

2000–2004: Bachelor of Business (Marketing)

University of Smithville

- First-class Honours
- University medal for academic achievement

1999: Higher School Certificate

Smithville High School

UAI: 96.40

MARKETING EXPERIENCE AND SKILLS

2002–Present: Volunteer fundraiser for Smithville Children's Hospital

As a volunteer fundraiser, I assist in planning and project-managing fundraising events, coordinating advertising campaigns and managing information databases.

This experience has helped me develop project management and event management skills. I also learned the process of planning, outsourcing and overseeing print advertising campaigns. I am a proficient user of computer applications including Microsoft Office, Microsoft Project and Microsoft Excel.

Feb–Nov 2004: Marketing intern at Ideas Marketing

I completed a ten-month internship at marketing and communications consultancy, Ideas Marketing, as part of my degree. My responsibilities included:

- Attending meetings with clients including FMCG manufacturers Krazy Confectionery, NSW Dairy Products and NutriWhip;
- Assisting in product sampling campaigns;
- Organising supermarket in-store promotions at Coles and Woolworths;
- Preparing work-in-progress documents and project reports.

1995–1999: Vice-captain, State High School Netball Team

As vice-captain of my high school netball team, I led several fundraising events to generate exposure and raise money for the team and the school. This involved meeting with teachers and the headmaster to get agreement on our plans, organising venues, working with local businesses to generate sponsorship of events, and developing advertising flyers and printing t-shirts to publicise the events.

EMPLOYMENT HISTORY

Dec 2000–Feb 2002: Checkout operator, Foodland, Berry Hill (part-time)

As a checkout operator, I learned a great deal about consumer behaviour in a supermarket. I was able to observe the relationship between product campaigns and in-store promotions and the consumer's propensity to buy products. I was also exposed to people from all walks of life, which has helped me develop excellent communication skills and empathy.

Dec 1999–Nov 2000: Retail assistant, Fashion Wearhouse (part-time)

As a retail assistant in a women's fashion store, I was responsible for assisting customers with their purchases, dealing with wholesalers, stocktaking and cashing up at the end of the day. This experience taught me about the importance of great customer service, and gave me valuable exposure to the retail process including pricing and distribution strategies.

EXTRA-CURRICULAR ACTIVITIES

Nov 2003–Nov 2004: Activities coordinator, University of Smithville Marketing Club

I was responsible for identifying useful activities for the university's marketing club members including publicising upcoming marketing and networking events, arranging film screenings and purchasing books for the marketing club library. This experience has given me excellent research skills as well as exposure to marketing theories and practice in other countries and across various industries.

Apr 2002–Nov 2003: Content manager, Marketing Club website, University of Smithville

I was responsible for sourcing, editing and updating content for the marketing club website. As a result, I am a proficient writer and editor and am experienced in uploading and manipulating online material.

INTERESTS

Outside my work and volunteer responsibilities I have a strong interest in international travel and foreign languages: I speak French and some Spanish. After completing my degree, I spent three months travelling through Cuba and Central America. I also enjoy yoga and play tennis socially.

REFEREES

Academic Dr Mark Richards
Senior Marketing Lecturer
University of Smithville
Phone: (xx) xxxx-xxxx

Employment Penny Ericchello
Marketing Communications Manager
Berry Hill Children's Hospital
Phone: (xx) xxxx-xxxx

Personal Jane Marasinghe
Lawyer
Phone: (xx) xxxx-xxxx

Employment Ivan Chuang
Senior Account Director
Ideas Marketing
Phone: (xx) xxxx-xxxx