

Sample resume – Marketing

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Gwen (Jin) Gao

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Education

Feb 2013 – current

Bachelor of Business (Marketing), Monash University, Caulfield

- High Credit average achieved to date
- Expected completion date: November 2015

Achievement

- Winner Monash Marketing award for Brand Management 2010

Feb 2007 - Nov 2012

Victorian Certificate of Education (VCE), Echuca High School

- Elected head prefect 20010-11
- Enter Score: 91.4

Key Course Related Projects

July 2014

Social Media Use in Industry

- Designed and scoped project for Nakam Marketing Research firm
- Researched and presented findings in an easy to understand format
- Result: High Distinction

Marketing Related Experience

Mar 2014 – current

Promotions Assistant, Promostaff, Chadstone based

Responsibilities & Achievements

- Managed product research studies in supermarkets
- Collated results and highlighted critical feedback items
- Promoted to team leader due to excellent feedback from clients

Dec 2013 – Feb 2014

Marketing Assistant, Salvation Army, Melbourne

Responsibilities & Achievements

- Participated in two month's work experience within marketing department
- Developed Social Media strategy with Marketing Officers and generated content for blogs and websites of charity
- Work experience manager provided excellent reference in support of application for Nakam Marketing project.

Customer Service Experience

Dec 2011 – current

Customer Service Assistant, Lush Cosmetics, Chadstone

Responsibilities & Achievements

- Engaged in sales to provide appropriate products to meet customer requirements
- Provided support to customers post sales
- Organised and merchandised Christmas 2011 / 2012 window display

Demonstrated Skills

Marketing expertise

- Skilled at visual merchandising, as displayed in the confidence of my manager at Lush when given oversight of the Christmas display
- Proficient at conducting a comprehensive marketing audit, as established by my High Distinction in the university assessment for which I undertook an audit of techniques used to promote services and products to students in Orientation Week.
- Market research expertise gained through experience conducting brand testing for Promostaff.
- Able to apply theories to formulating strategy analysis and from this formulate appropriate marketing strategies to achieve organisational objectives as proven by work at Salvation Army

Communication

- Written report presented to Nakam Marketing directors was well received and the professionalism of the production was particularly praised
- Exercised excellent interpersonal skills in customer facing role at Lush, as professional reference shows

Time Management

- Managing the Monash Marketing Student Society budget involved organising and managing the annual university ball within a tight timeframe and a budget of \$40,000
- Scoped and undertook study within tight deadlines for Nakam Marketing scheme, using Project Management principles learnt in Marketing degree

Initiative and Creativity

- Established new methods of content generation at Salvation Army Marketing Department
- Negotiated with business advisory boards and networked in various official functions within work with Monash Student Association marketing sector to develop creative, effective solutions to long standing problems

Technical

- Highly proficient in all Microsoft Office Suite products
- Proficient in Wordpress, basic HTML and HTML5, Adobe Photoshop

Memberships

Sept 2014

Joined as Student Member of Australian Marketing Institute

Oct 2014

Elected as Committee Member of Monash University Student Union Marketing Sector

Mar 2013

Joined Monash Marketing Student Society

Interests

- Netball – in Monash University team
- Duke of Edinburgh Gold award to be completed 2012

Referees

Ms Tina Jensen, Manager Lush Cosmetics, (Current Manager), Chadstone
03 9876 6677 tinajensen@lush.com.au

Dr Ben Yardly Lecturer, Department of Marketing (Tutor on degree course), Monash University, Caulfield,
03 9800 1334, Email: ben.yardly@monash.edu.au