



Example CV for Masters Student

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Personal Profile

Masters student in Management and Marketing with a strong interest in marketing and consumer behaviour. Four years' practical experience in the retail industry together with strong communication and organisational skills developed through business projects and consultancy.

Key Skills

- Commercial awareness: deep understanding of the effects of different marketing strategies on consumer behaviour gained during the completion of my final year dissertation.
- Strong team working skills developed through group based projects, such as the Business Challenge Week and Applied Consultancy Project
- Communication: excellent communication and interpersonal skills, as demonstrated by my roles as Secretary of the University Dance Society
- Leadership: as Captain of the Hockey team, guided the team to win the Scottish University Championships in 2017

Education

2020 - 2021 MSc Management and Marketing, University of Dundee

Modules included:

- Corporate Governance, Leadership and Decision Making, Digital Marketing, Brand Management and Strategy

Business projects

- Business Challenge Week:
 - Worked closely in a team of six for one week, to find a solution to the question '**how to engage more Masters students in the Students' Association**'.
 - Conducted interviews and focus groups, and presented our findings in a poster presentation. **Some of our ideas were adopted by the Students' Association**
- Applied Consultancy Project
 - Collaborated with a local business consultancy to produce a report about the impact of **Dundee City Council's Sustainable Travel Plan**

2016 - 2020 BSc (Hons) Economics and Marketing 2:1, University of Dundee

Modules included:

- Macroeconomic Analysis, Global Economic Perspectives, Marketing Research project, Behavioural Economics
- Dissertation: *Marketing strategies and their effects on consumer behaviour: a comparison of independent retailer and chain-stores*. Gained practical experience of managing a project and liaising with business professionals. Developed in-depth understanding of consumer behaviour and marketing strategies.

2010 - 2016 Gowrie High School, Perth

- 2015 Advanced Highers: English C, History B
- 2014 Highers: Biology B, Economics A, Mathematics B

Work Experience

Jan 2019 - Present Purchasing Assistant, Tesco, Dundee

- Maintained stock and sales records
- Designed and developed a new purchasing database, resulting in 20% decrease in stock wastage
- Re-negotiated sales orders with a number of sales managers from our local suppliers. My communication skills and commercial knowledge helped to save money and avoided over-ordering

Sept 2017 - Dec 2018 Sales Assistant/Shift Manager, The Co-operative, Dundee

- Developed excellent customer service skills and achieved *Customers First Award: Excellent*.
- Dealing with customer complaints and processing stock deliveries.
- Took on additional responsibilities of Shift Manager, training new staff, drawing up staff rotas, cashing up and locking the store at closing.

Summer 2017 Clerical Assistant, HR Department, Dundee City Council, Dundee

- Working to tight deadlines, processed application forms and answered candidate queries over the telephone.
- Produced new recruitment procedures and documentation in line with new GDPR legislation

Volunteering

Sept 2018 - present Student Ambassador, University of Dundee

- Giving campus tours at Open Days and promoting the University to prospective students
- Prepared and delivered presentations about the University to groups of 50 students and parents

Spring 2020 Global Masters Challenge

- Reached the finals of this national business competition
- In a team of five, ran a virtual solar panel company and contributed to all business and financial decisions

Sept 2018 - May 2020 Secretary, University of Dundee Dance Society

- Arranged three fundraising events, including a ceilidh and pub quiz. This raised £700 to pay for the dance troupe to attend a competition in Dublin
- Responsible for all social media for the society, increased our membership by 20% with a new campaign

Interests and Activities

- Hockey - played hockey for 8 years, Captain of University of Dundee hockey team for 3 years
- The Dundee Business Plus in recognition of my extra-curricular activities.
- Completed the Edinburgh Marathon in May 2017 and raised £651 for Cancer Research.

Referees

Professor T Fram (Senior Lecturer)

School of Business
University of Dundee
Dundee DD1 4HN

t.fram@dundee.ac.uk / Tel: 01382 333333

Mrs S Cook (Assistant Manager)

Tesco
Long Street
Dundee DD2 4FG

s.cook@tescocorporate.co.uk / Tel: 01382 221122

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