

EDWINA FREELAND

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PERSONAL SUMMARY

- 2:1 Business graduate with a year's industry experience as a marketing assistant
- Demonstrable experience of using social media to run promotional campaigns
- Strong client facing skills, developed through a variety of work experiences

EDUCATION

Brunel University London **2015 – 2019**
Business and Management (Marketing) BSc (2:1)

- Modules included Marketing Communications, E-marketing, International Marketing and Marketing Strategy
- Completed projects in organisational communication and product branding

West Drayton Grammar School **2008 – 2015**

- A-levels: Economics (**B**), Computing (**B**), Business Studies (**B**)
- GCSEs: 11 at grades A – C including Maths and English at grade A

MARKETING (RELEVANT) EXPERIENCE

Dutch Courage Brewing plc **Marketing Assistant** **Sept 2017 – Jul 2018**

- This was a year in industry (sandwich placement) undertaken as part of my degree course.
- Handled multiple tasks and projects simultaneously, efficiently supporting five different working teams during the placement.
- Prepared presentation materials for use in major pitches to new clients.
- Led team of four in devising and activating promotional campaign to launch new product in local bars, which involved the use of Twitter and Facebook.
- Compiled consumer profiles from mailing list information, utilising strong data manipulation skills, for the purposes of targeted email marketing promotion of new craft ale brand.

The Marketing Mix, Camden **Marketing Intern** **Jul 2017**

- Set up this summer work placement after cold-calling 35 agencies in search of marketing-related work experience. Gained valuable insight into role of marketing executive.
- Assisted account managers by running errands and liaising with clients on their behalf.
- Undertook routine administrative tasks with speed and efficiency.
- Helped write promotional literature for both online and offline publications.
- Extended work experience period by persuading Marketing Manager to let me produce an induction programme for new internees.

OTHER EMPLOYMENT

Tesco plc, London

**Customer Service Assistant
Administrative Assistant**

**Nov 2016 - present
Jun – Oct 2016**

- Summer employment working on the Club Card helpline and in the mail room and later in customer services.
- Answered queries, maintained records using Access, sent out leaflets and kept a working record of Tesco loyalty card points.
- Worked on the launch of a number of Club Card deals and helped train new employees on telephone procedures.
- Retained as a part-time Customer Service Assistant resolving customer complaints and queries.

Beggars Bar (Brunel University)

Bar Staff

Oct 2015 – Jun 2016

- Worked in the Student Union bar part time while studying.
- Trained up new staff and contributed to high morale of bar team.
- Dealt with sometimes problematic customers diplomatically and tactfully.
- Received training in health, safety and hygiene procedures and developed fast reflexes and sound crisis-handling skills.

Waitrose

Cashier

Jul 2013 – Aug 2015

- Employed as a cashier working on the service desk, tills, kiosk and national lottery.
- Excellent customer service skills; awarded 'Employee of the Month' in January 2012.

IT SKILLS

- Fully conversant with Microsoft Office packages (particularly competent in using Excel), stats packages (SPSS) and web management systems.
- Competent user of social media such as Facebook and Twitter.

INTERESTS AND ACTIVITIES

- As Treasurer of the university Home Brew Society helped to maintain the running and development of the society and raised membership by 50% through an effective online marketing campaign.
- As Student Representative for my school I worked to secure more resources for students to implement web-based learning and to raise awareness of time issues faced by students forced by financial difficulties to work while studying.
- As active member of the Student Industrial Society have recruited new members, updated the website and been involved in co-ordinating activities.
- Have fund-raised for Children in Need, raising £220 through participating in sponsored fast.
- Enjoy dancing as part of a community hip-hop dance troupe in my local area.