MARY FERGUSON

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**OVERVIEW**

I recently 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 position within an organisation where I’ll have the opportunity to learn and develop.

**EDUCATION**

**2017 – Current**

**Bachelor of Business (Marketing)**

University of New South Wales

• First-class Honours

• University medal for academic achievement

**2016**

**Higher School Certificate**

Smithville High School

UAI: 96.40

**MARKETING EXPERIENCE AND SKILLS**

**Jul 2018–Present: Volunteer fundraiser for Smithville Children’s Hospital**

Responsibilities:

* Assist in planning and project-managing fundraising events
* Coordinating advertising campaigns and managing information databases
* Event management, outsourcing and overseeing print advertising campaigns
* Using computer applications including Microsoft Office, Microsoft Project and Microsoft Excel

**Feb–Nov 2017: Marketing intern at Ideas Marketing**

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

Responsibilities:

* 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

**2015–2018: Vice-captain, State High School Netball Team**

* Led several fundraising events to generate exposure and raise money for the team and the school
* Meeting with teachers and the headmaster to get agreement on our plans, organising venues
* Working with local businesses to generate sponsorship of events
* Developing advertising flyers and printing t-shirts to publicise the events

**EXTRA-CURRICULAR ACTIVITIES**

**Apr 2016–Nov 2017: Content manager, Marketing Club website, UNSW**

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.

**REFEREES**

**Academic**

Dr Mark Richards

Senior Marketing Lecturer, UNSW

Phone: 123456

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**Employment**

Ivan Chuang

Senior Account Director, Ideas Marketing

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