

Skills CV and covering letter for a placement year

This example CV and covering letter are for a student who is studying Business and Management. They are applying to do a marketing placement with FC Business Intelligence.

The following advert is a real-life vacancy for a marketing placement with FC Business Intelligence.

Professional Placement: International Marketing Co-ordinator

FC Business Intelligence offers responsibility from day one as a marketing co-ordinator.

Working across multiple global conferences you will be responsible for planning, co-ordinating and executing marketing plans to ensure our conferences reach the right people at the right time.

You'll need excellent time and project management skills, strong communication and negotiation qualities and above all an enthusiasm to co-ordinate the 'nuts and bolts of marketing'.

You'll work in a vibrant, multinational office that's non-hierarchical and full of people just like you, who are all ready to offer help, support and advice.

We look for people who've done interesting things with their time and have entrepreneurial flair rather than those who just have good qualifications. The role has real potential to develop into a permanent role upon completion of your degree. If you do well...we'll keep you!

Role to include:

- *Evaluating marketing plans from conference organisers*
- *Developing marketing strategy for future campaigns*
- *Building and maintaining relationships with marketing partners and seek new partners*
- *Executing email marketing campaigns*
- *Executing web marketing campaigns*
- *Co-ordinating mail based marketing campaigns*
- *Liaising with business partners to build contact lists*
- *Liaising with business partners to co-ordinate marketing campaigns*
- *Marketing analysis for continual improvement*
- *Targeting and segmentation*

The ideal candidate will have consistent grades and be working towards a final grade of minimum 2:1.

**Skills CV –
example for a
placement year**

Tom Waters

27 University Avenue, Brighton, BN1 9WV
T: 07888 888 888 E: T.waters@sussex1.ac.uk

Second year Business and Management Studies student working towards an expected 2:1. Excellent project management skills gained through volunteering as a communications assistant, work experience as a marketing assistant, and working as an International Summer School representative. Responsible and proactive entrepreneur looking to further develop marketing experience during a placement year.

RELEVANT SKILLS

Marketing

- Co-ordinated marketing strategy, planned, wrote and disseminated material in a time efficient manner across campus for the Film Appreciation Society. As a result, membership that year rose by 80%.
- Demonstrated enthusiasm and interest in the 'nuts and bolts' of marketing through taking up a work placement at the local council in their marketing department prior to my degree.
- Worked on marketing strategies for council campaigns including web, email and social media.
- Gained knowledge of brand value and how to capitalise and leverage a brand's selling point through marketing modules in degree.

Communication

- Built excellent listening and speaking skills and an approachable yet professional manner through working with international students.
- Experience of co-ordinating large groups of people during summer school representative role and maintaining a calm manner under pressure.
- Confident in busy, fast-paced environments and able to work well with variety of team dynamics.

Project management

- Responsible for leading 2nd year project including delegating team roles, duties, and project milestones.
- Gained time management skills through balancing work and university coursework.
- Strategic thinker able to see the big picture as well as the detail necessary to deliver successful projects. My second year project gained the highest mark for achieving our objective within the allocated time frame.

Business acumen

- Evidence of entrepreneurial skills demonstrated through entering the University's StartUp Sussex competition.
- Have evaluated marketing plans as part of marketing module on my degree and during the work experience placement at the council.
- Commercial awareness gained through my part-time role as a shop assistant at Clarks shoe shop. I regularly exceeded targets.

RELEVANT EXPERIENCE

Communications Assistant, Film Appreciation Society, University of Sussex,
Oct 2015 – to date

International Summer School Assistant, University of Sussex, Summer 2016

Marketing Assistant, Brighton Council, Brighton, Summer 2015

Sales Assistant, Clarks, Amersham, Jan – May 2015

EDUCATION

Business and Management Studies BSc, University of Sussex, 2015 – 2019

Key modules include: Marketing • Business and Management • Business Law • Economics

As part of a second year project I was team leader overseeing a hypothetical product launch including managing the marketing strategy.

A levels: Business Studies (A), Mathematics (B), Spanish (B), *Amersham High, 2013 – 2015*

GCSEs: 9 (6A, 3B) including Maths and English, *Amersham High, 2008 – 2013*

OTHER SKILLS

Strong MS Office skills

Language: English; Native, Spanish: Higher Level

Full clean UK driving licence.

INTERESTS

Watching and reviewing films, cooking for friends, and learning Spanish.

REFERENCES

Dr P Cortly
Academic Adviser
BMEC
University of Sussex
Brighton BN1 9RH
p.cortly@sussex.ac.uk

Ms J Ashky
Summer School Manager
Jubilee Building
University of Sussex
Brighton BN2 6YY
j.ashky@sainsbury's.com

**Cover letter –
example for a
placement year**

27 University Avenue
Brighton
BN1 9WV
T: 07888 888 888
E: T.waters@sussex1.ac.uk

Jennifer Robins
HR Department
FC Business Intelligence
Slough Lane
Wessex,
W3R ZTP

18 April 2016

Dear Ms Robins,

Re: Professional Placement: International Marketing Co-ordinator

I am writing in relation to your placement scheme which I heard about through the University of Sussex's job website. I am a second year Business and Management Studies BSc undergraduate with an expected 2:1 and am very keen to pursue a career in marketing.

I believe I meet the criteria and can demonstrate the following relevant skills and experience:

- excellent time and project management skills gained through coordinating the Film Appreciation Society's marketing strategy resulting in a 80% increase in membership
- enthusiastic, proactive, entrepreneurial and strategic approach to work – I participated in my university's StartUp Sussex workshops which resulted in writing a business plan for an events management enterprise
- capable of designing and delivering campaigns and events through experience gained from council placement, Film Appreciation Society and summer school role
- able to build rapport and relationships and co-ordinate teams following my summer school position.

I was extremely impressed by the talk a representative from FC Business Intelligence gave at a recent University of Sussex careers day. I am particularly interested in how you help businesses grow through effective marketing campaigns, building networks and organising conferences, and I would very much value the opportunity to learn more about your work through a year's placement.

I very much hope you find my application suitable for the role and look forward to hearing from you soon.

Yours sincerely,
Tom Waters