

This is an example of a law student keen to move into marketing. She presents herself using a traditional, experience-based format, successfully glossing over her lack of actual paid work experience in the area through her careful analysis of the competencies she's gained from various different areas.

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PERSONAL PROFILE

Soon to graduate in Law, I plan to build on the experiences I have gained within and outside my degree to develop a career in marketing. A major achievement during university was to increase profits for the Law Society ball, principally through achieving better ticket sales and good sponsorship arrangements.

EDUCATION

2006-2009 BA Law, Regal College, University of London

Modules studied: all compulsory modules for entry to the legal profession

Skills gained:

- Understanding of the legal world, through working with professional lawyers who taught on the course.
- Research and project management, through ensuring my 5,000-word thesis 'Intellectual Property: the Aborigines and the Da Vinci Code' was researched, written and delivered on time.
- Excellent and well-tested analytical skills, developed through the system of defending my legal opinions during seminar discussions.

2003-2005 Nottingham Sixth Form College

- 'A' Levels in English (A), History (B), French (B)

1997-2003 Green Lane College, Exeter

- 10 GCSEs including Maths (A*) and English (A*)

RELEVANT EXPERIENCE

Oct-Dec 2006 Marketing Assistant, The Law Society, London

Duties included:

- Ensuring all 600 tickets to the ball were sold at full price.
- Creation of effective marketing campaign.
- Raising profile of Law Society within Regal College.
- Creating on-going relationships with sponsors.

Skills developed:

- Web design and better understanding of use of technology in developing marketing campaign. I successfully created a brand and images associated with the brand which I uploaded to the Law Society website and used in email and text messaging of all students. Informal evaluation showed that students recognised the 'Bah Humbug!' brand even if they had not bought a ticket.
- Excellent negotiation skills. I improved the previous sponsorship total raised from £15,000 to £34,000 through targeted approaches to law firms. I followed up these approaches with personal contacts and was pleased when the law firms chose to send representatives to the evening. These contacts will be of continued benefit to the Law Society.
- Eye for detail: I proof-read all marketing materials, from press releases, ticket information and web material, through to the on-the-night programme. This resulted in fewer mistakes and meant we kept to the print deadlines.
- Team-working through dealing with the rest of the committee. I found the most important element was keeping everyone involved and informed.

Sep 2005 - Aug 2006 Marketing placement, Booksmart Charity, London

Duties included:

- Gained marketing administrative experience in a busy children's book charity which specialises in getting children's books published through working with publishers, authors and public libraries.
- Assisting in organising children's book launches; booking catering, equipment and assisting on the day

ADDITIONAL WORK EXPERIENCE

Jun- Jul 2007, Intern, AB & O LLP, Chancery Lane, London

Duties included:

- Four week-long 'seats' in commercial, property, contract and tax.
- Taking notes during client meetings.
- Administrative duties.

Skills developed:

- Awareness of workings of international law firm, such that I became more confident in addressing solicitors and partners about legal issues.
- Importance of good presentation and correct forms of communication with clients.

TECHNICAL SKILLS

- Familiarity with all MS Office packages; I produced my thesis myself using Word, incorporating Excel spreadsheets and using images. I used Access at Booksmart.
- Good knowledge of Dreamweaver: see www.rcl.ac.uk/lawsoc/BahHumbug (for demonstration.)
- Good conversational knowledge of French and German.
- Clean driving licence.

INTERESTS

- I am a keen reader of classic literature and a founder member of a small book club.
- I sing in a chamber choir performing in venues such as St John's Smith Square and the Royal Opera House Linbury Studio.

References

Available on request