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|  |  | EDUCATION |
|  | **Chislehurst and Sidcup Grammar School** **2009-2016**GCSE’s: 13 A\*-C.A Levels: BBC (Business, Psychology, Economics)**University of Reading – BSc Consumer Behaviour and Marketing****2016 - 2020**2:1 (Dissertation: 2:1)**University of Westminster (2020/2021) – MSc International Business and Management** |
| Isabella heatherMSC International Business and Management StudentMarketing Graduate***D.O.B*** *– 22ND December 1997****Address:*** *11 Parkhill Road**Sidcup, Kent**DA15 7NW*ProfileI am a hardworking and ambitious marketer, acquiring my knowledge through my Consumer Behaviour and Marketing degree. I am currently studying a Master’s in International business and Management at University of Westminster (2020/2021).CONTACTPHONE NUMBER:07817397003WEBSITE:https://www.linkedin.com/in/isabella-heather-137ba69a/EMAIL ADDRESS:isabellaheather@hotmail.com |  | WORK EXPERIENCE |
|  | **Media Campaign LTD.** - **June 2015 (Work experience)** * Working with concepts such as smart media planning and buying and ROI analysis.
* Basic responsibilities including admin and the recording of the finding of their client’s advertisements in publications.
* Responsibility to present to the team a presentation of new client; missy empire. Looking at the way in which they can advertise them in the most successful manner.
* Working with clients such as Virgin records, Trailfinders and Viking river cruises.

**Tommy Hilfiger – Reading House of Fraser concession****August 2018 – November 2018*** Built the ability to work both individually and as part of a team to a high standard; with some shifts being single handily left to run both men’s and women’s concessions of different floors. Developing my leadership skills, using my initiative to solve problems and perform and prioritize a multitude of tasks.
* One of a team of 4, meaning I had a key role in the meeting of sales targets, through use of my sales skills.
* Acquired strong communication skills through dealing with a variety of customers.

**Victoria Secret – Reading Oracle** - **August 2019 – June 2020**Role driven by the consumer and delivering an emotionally engaging customer service, aided by the use of knowledge. Using my initiative to read cues and respond effectively to the desires of the consumer, making it an overall memorable experience for them and delivering brand value. * Daily jobs of handling cash registers, organizing inventory on shop floor and in stock room, one on one customer service and cleaning up and cashing up of the store.
* Strengthened my communication skills such as time management and organisation, and ability to both listen and actively voice my own opinions.
* Gained the ability to work under pressure when faced with a problem-solving scenario, whilst ensuring customer satisfaction.
* Key role in the stores meeting of their sales targets, through my personal shift targets. Part of a team who received numerous bonuses based on their targets being successfully met.

**Bright Network IEUK on demand business internship****Business, Operations and Marketing*** Internship completed with talks from companies such as GSK, M&S and P&G.
* Marketing project carried out for Enterprise Cars.
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|  | vOLUNTEER / LEADERSHIP |

In year 13, along with 3 of my classmates we created an after-school food technology club for new year seven students, who had acquired a passion for the subject and wished to further their skills outside what they have learn in the classroom.

Isabella heather

MSC International Business and Management Student

Marketing Graduate

***D.O.B:*** *– 22ND December 1997*

***Address:*** *11 Parkhill Road*

*Sidcup, Kent*

*DA15 7NW*

## Profile

I am a hardworking and ambitious marketer, acquiring my knowledge through my Consumer Behaviour and Marketing degree.

I am currently studying a Master’s in International business and Management at University of Westminster (2020/2021).

## CONTACT

PHONE NUMBER:

07817397003

WEBSITE:

www.linkedin.com/in/isabellaheather

EMAIL ADDRESS: isabellaheather@hotmail.com

I have been involved in fundraising for CLIC Sargent, which also included promoting their campaign for awareness of cancer and leukemia in childhood for grandparents and teachers.

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| other qualifications |

* Microsoft Office Specialist Qualifications

(equivalent to GCSE Grade B)

* Sports Leaders UK Level 1 Award in Sports Leadership (OCF)
* Duke of Edinburgh Bronze Award

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| skills |

**Communication:** Confidence, varied vocabulary, tailor language to audience, effective listening, actively present own ideas. Both verbal and written communication of a high standard.

**Leadership:** Decisiveness, problem solving, team building, dependable, risk taking, reliability, positively give and receive feedback.

**Social Media:** Twitter, Facebook, Instagram, YouTube, Tik Tok.

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| hobbies and interests |

In my personal life I have a strong interest in reading, many of the books I have read being based around business and marketing, as well as psychological books, supporting my knowledge within the field.

I aspire to also find ways to challenge myself outside of my work life, through my passion for the gym and running.