Melissa Taylor

Contact details

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| Key skills   * Highly organised * Excellent communication skills * Team worker * On-time-delivery * Strong personal values | * Start, develop and see a project through to completion * Hard working * Dedicated and focussed * Ambitious to achieve |

By undertaking work experience at four World-class companies (mentioned below) I have gained a clear understanding of how the very best companies operate. Providing me with real-world, first-hand experience, this has been developed further through my yearlong placement at the world’s largest Stilton producer – Long Clawson Dairy. I have been trusted and given responsibility to conduct and complete tasks both independently and as part of a team. I am dedicated to completing any projects to the best of my ability and the highest standards. I have the ability to manage my time effectively and throughout university always had assignments done in advance to allow ample time to evaluate, refine and perfect

I aim to find a career to be passionate about, and one which provides me with opportunities to develop and become dedicated to.

# High level educational achievement

## Newcastle University September 2015 – 2019

2:1 BSc Honours in Food Marketing and Nutrition

Key skills gained at University – living and working independently; self-motivated study; real world work experience on year-long placement.

**Stage 1:** Stage one involved getting grips with the basics needed for the degree.

This involved taking the following modules; Essentials of Marketing; Introduction to Human Nutrition; Investigating Agri-food systems from Farm to Folk; Academic and professional skills; Introduction to Agribusiness and Rural Management; Introductory Business Economics; Introductory Biochemistry; and Mammalian Physiology.

**Stage 2:** Stage two of my degree allowed me to gain more in-depth details about marketing and nutrition.

It consisted of the following modules: Marketing Strategy Concepts and Applications; Food Science and Technology; Nutrition and Metabolism; Applied and Experimental Human Nutrition; Academic and professional Skills 2, Services marketing and Social Psychology.

**Stage 3**: Placement Year at Long Clawson Dairy (see more information below).

**Stage 4:**

Dissertation – Examining the marketing tactics used by major energy and sports drink companies: a comparative content analysis of their websites and Facebook pages

The final year of my degree consisted of the following modules: Marketing Metrics; Marketing and Public Policy; Nutrition in Health and Disease; Advanced Nutrient Metabolism and Requirements; New Food Product Development and Consumer Psychology.

## Ratcliffe College, Leicestershire. September 2011 – July 2015

A Levels: Food technology – A; Applied business – A; and Geography – B.

GCSE's: A\*; 4 A’s; 5 B’s – including Food Technology (A\*), Math’s (A) and English (B).

# Career experience

## Placement Year – Long Clawson Dairy July 2017 - July 2018

My role here involved a range of day to day jobs as well as projects set throughout the year. My main projects included; full management of the Christmas shop with independent and team work, constructing a labels database, and ability to demonstrate creativity through formation of an export brochure which was used to take to America on a sales trip with the export team.

My day to day role included;

* Updating the social media pages,
* Organizing and sending out samples to potential customers,
* New product development of new cheese products for businesses such as Waitrose and M&S
* Covering for the interim period for a sales administrator (including sending samples, price changes and checks, store audits, and invoices).

I integrated well with the business contributing to a team (Christmas shop) and individual responsibilities (labels database and day to day tasks).

## All about Tourism – The Great British Cookbook September 2016

I spent a week at All About Tourism, creating on the PR side of The Great British Cookbook for its release on 3rd October 2016. I worked both independently, I also gained valuable experience here on working as part of a small tightknit team and how to work to a strict, meaningful deadline.

I was given the responsibility to send out all the social media for the book, including to the chefs who provided recipes for the book.

I crafted a press release for the book launch alongside a blog for their website, both of which were published to the set deadline, ref - <http://thegreatbritishcookbook.co.uk/news-blog/2016/9/8/the-great-british-cookbook-what-can-be-expected>.

## Campden BRI, Chipping Campden July 2014

I was able to spend a day here observing the various activities that are performed at this organization. I had not appreciated the number of behind the scenes tests and procedures that have to be performed before a product comes to market, until I visited here, which was valuable experience. I took notes throughout this day to fully understand the roles involved in this.

## Boots, Nottingham June 2014

I spent my time here with Vicky Pennington, Head Nutritionist at Boots. I gained firsthand experience of how Boots market some of their products and how these have to be specific to the target audience. I created a press release to counter some negative press that Boots had faced in the past. I learned the writing style and type of content necessary to produce an effective press release.

I interacted with the team and developed my interpersonal skills. My time here allowed me to appreciate the fast pace this type of business moves at and how important that teamwork is.

## PepsiCo, Leicester June 2014

I spent two days in the Research and Development Centre at PepsiCo Leicester.

Exploring all aspects of Crisp Manufacture at Walkers Crisps, I saw the whole process of creating a new product - from the initial concept, taste testing, factory, and marketing. I am able to appreciate how products are created, developed and made. During this I was involved in a new product concept meeting in which I was able to voice some of my opinions and ideas.

I learned how to talk and listen to customers through observing the conversations in the customer service department.

PepsiCo developed my knowledge of the operation of a large-scale process and allowed me to further develop my interpersonal skills, as I had to liaise with a large number of people.

# Personal initiatives

## Young Enterprise September 2013 – June 2014

The Young Enterprise Programme, allowed me to explore all aspects of running a business through teamwork and individual work. I was responsible for the Human Resource aspect of the business. I thoroughly enjoyed this programme, as I was able to work as part of a team and contribute to the smooth running of the business. I was mainly involved in ensuring the team were happy with their jobs and that tasks were assigned evenly.

Our Business – Little Enterprises - was very proud to get through to the second round of the programme, winning three awards and making a profit.

## 200 Degrees Basic Barista Training. June 2016

Through my own initiative, having conversed with the owner of the 200 Degrees Coffee Shop Chain at a networking event, I was offered a free Barista Training course. The course was informative and allowed me to interact with the other people on it. I now understand the basics about making a good cup of coffee and the process that coffee goes through from roasting the coffee beans to brewing it.

## Food Hygiene Accreditation. July 2016

To make myself more employable in the catering market I decided to take the food hygiene accreditation – certificate available on request.

# Passions

# I have a range of interests including horse riding; diet, nutrition and cooking; keeping healthy and finding opportunities for creativity.

I own a horse, which requires a high level of commitment. I have been riding since I was six years old and have owned a horse for the past 8 years. This demonstrates my excellent time management skills as I fitted my riding around many other commitments, including studying for A levels and GCSE’s. Horse riding allows me to interact with other owners at the stables and to socialize with like-minded people of all ages.

Keeping healthy is a passion of mine, whether it is keeping fit through running, Pilates and exercise classes, or exploring all aspects of my diet to ensure a healthy lifestyle. I enjoy researching new recipes and experimenting with new foods to develop a healthy diet.

At University I was a member of the Running society taking part in weekly runs.

I enjoy being creative, and I have recently started to realise this passion. I enjoy elements of interior design alongside some art and drawing, I hope to develop this passion and interest in the future.