

Gillian Jones

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Career Objective

Forward-thinking and confident media graduate with well-honed communication skills and proven ability to build relationships, seeking an entry-level position in public relations.

Education

- 2008 - 2011 **2:1 class BA Communications, Media and Society**, University of Leicester
Relevant modules include: Advertising, Culture and Communication, Media Audiences, The Media in Britain, Media, Identity and the Popular, New Media and the Wired World, Analysing Communication Processes
- 2004 - 2008 Trinity Upper School, Nottingham
A Levels - English (A), Sociology (A), Psychology (B)
GCSEs - 11 GCSEs, grades A* - C including English and Mathematics

Relevant Work Experience

Summer 2010 **Internship**, Hopwood PR Agency, Leicester

- ❑ Tasked with writing press releases, speaking to journalists by telephone, organising photo shoots.
- ❑ Managed Agency's Facebook and Twitter accounts and posted content on the website blog.
- ❑ Supported Agency Deputy Director in a project on behalf of a national client to help produce publicity materials and initiate a social media campaign.
- ❑ Gained insight into what skills are needed to establish a successful PR career by talking to staff.

2009 - 2010 **Features Writer**, The Ripple, University of Leicester

- ❑ Conducted research for articles and wrote pieces to reflect some of the typical issues and concerns facing students at university.
- ❑ Carried out proof-reading and presented ideas to the editorial team for forthcoming editions.
- ❑ Required effective time management skills in order to meet tight deadlines.

Additional Work Experience

2010 - 2011 **Bar Staff**, The Watering Hole, Leicester

- ❑ Popular drinking venue within central city location, constantly interacting with customers during peak periods.
- ❑ Entrusted with responsibility of cashing up not long after starting employment, making sure that the tills balanced and takings were correct.
- ❑ Demonstrates capability to work in a fast-paced environment faced with competing demands.

2008 - 2010 **Sales Adviser**, K Shoes, Nottingham

- ❑ Worked as part of a team to help achieve set monthly targets which consistently delivered on, earning our team best sales team in regional area.
- ❑ Advised and assisted customers, recommended products and new stock, maintaining a friendly yet efficient service.
- ❑ Took charge of running of shop floor and supervising other junior sales assistants, delegating tasks when shop manager was redeployed to other stores.

Key Skills

Commercial Awareness

Knowledgeable about, and positively interested in, how businesses operate and in economic trends. Acquired through employment in sales-driven role with emphasis on profitability, contributing to blogs and reading the financial pages of broadsheet newspapers.

Planning and Organisation

Effective organisation skills with ability to multi-task and prioritise workload. Finished each one of my course assignments in advance of the deadline throughout my degree whilst also working part-time.

Interpersonal Skills

Competent networker, able to talk to people on different levels and quickly establish rapport, developed as a skill through involvement with extra-curricular activities.

Communication

Adept speaker, accustomed to delivering presentations in front of audiences as part of regular assessment during my degree. Strong command of the English language, able to convey information clearly and concisely and produce consistently high standards of written work as reflected in marks awarded for assignments.

Team Work

Excellent team player, able to significantly contribute and work as part of a team to achieve a common objective. Proven in academic group work and working for the student newspaper where as part of a team had to ensure the edition was finished in time for print deadlines.

IT

Computer literature and proficient in using main Microsoft Office applications as well as more specialised software including Adobe Photoshop and Adobe Illustrator for creating professional-looking publicity materials. Hold the ECDL qualification and received training on using social media to communicate with audience groups.

Positions of Responsibility

- ❑ Secretary for University of Leicester Film Society. Responsibilities included planning the film programme in conjunction with the Film Society President, taking minutes at general meetings and promoting the society during Fresher's Week to attract new members.
- ❑ Course representative for Media and Communications. Involved attending meetings, liaising with academics and feeding back to course peers.

Awards and Achievements

- ❑ Tomorrow's Managers, a two-day event run by the University of Leicester designed to give participants an insight into management. Involved using problem solving skills to successfully resolve a series of challenges and offered the opportunity to network with employers from external companies.
- ❑ Raising over £500 for charity by organising baking events, jumble sales and selling raffle tickets.

Interests

Enjoy travelling and engaging with different cultures, having organised a number of trips abroad including the US and across Europe inter-railing. Find creative expression in black and white photography and have samples of work on my website www.gjonesphoto-art.co.uk

References

Available on request.