

# ALISON THORN

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## EDUCATION

2019–PRESENT

### BA IN MODERN HISTORY, SOUTHERN UNIVERSITY

- Predicted 2.1.
- Gave regular well-received ten-minute presentations to seminar group on study topics.
- Used research and academic rigour to develop original 15,000-word dissertation on the impact of economic policy on Latin American politics (2.1).

2012–2019

### JUNIOR AND LEAVING CERTIFICATE, JOHN REDMOND HIGH SCHOOL, DUBLIN

- HIGHER LEVELS: History (H2), English (H2), French (H1).
- Ordinary level: Nine leaving cert honours including English literature (01), English language (02), Classical Studies (01) and Maths (02).

## WORK EXPERIENCE

2021 (JUNE–SEPTEMBER)

### PR AND COMMUNICATIONS INTERN, GALACTIC COSMETICS (HYBRID WORKING)

- Supported the team behind successful launch of a new product, Vita shampoo, which exceeded sales targets for first month by 7%.
- Devised and presented a plan on how best to market Vita shampoo to target audience, identifying key influencers to approach across Instagram, TikTok and YouTube.
- Drafted copy for a one-page summary of the product's key messages, later sent to the entire UK commercial team.
- Created engaging social media content for Instagram and Twitter in line with the product's strategic goals, generating 30% of traffic to the product's launch website.
- Negotiated and organised reader offers and makeovers with ten publications.
- Checked and updated a database of hundreds of media contacts such as beauty influencers and editors on consumer magazines. Managed product mailout to them.

2021 (MARCH)

### INSIGHT DAY, SHINIEST CONSULTING (VIRTUAL)

- Gained an insight into careers within strategy consulting and the skills required.
- Attended a skills-building session on forging excellent client relationships.
- Participated in a case study exercise that simulated the work undertaken by consultants.

2020 (AUGUST–SEPTEMBER)

### TELESALES ASSISTANT, EASTERN ELECTRICITY, DROGHEDA

- Honed telephone communication skills in a pressurised business environment
- Exceeded personal sales target by 10%. Achieved this by refusing to be discouraged by rejection and making a higher number of calls than the average for the team.
- Proposed the introduction of a mentoring scheme for new starters and some revisions to the standard sales script. Both ideas were implemented.

**2019 (JANUARY–OCTOBER)**

**RETAIL ASSISTANT, EASONS, DUBLIN (PART-TIME AND HOLIDAY)**

- Won Employee of the Month award for outstanding customer service.
- Deputised for the department manager. Resolved problems such as customer complaints and colleagues' difficulties with retail systems.
- Trained and supported two new members of staff on how to use the retail point of sale, cash management and order management systems.
- Was trusted to cash up tills and log daily takings using the cash management system.
- Dealt with customer enquiries in person, via email and over the phone, strengthening client-facing skills, commercial awareness and product knowledge.

## **VOLUNTEERING ACHIEVEMENTS**

**2020–PRESENT**

**SECRETARY OF SOUTHERN UNIVERSITY HISTORY SOCIETY**

- Worked with the society's committee to brainstorm, agree and act on a plan to reverse a decline in membership of the society. Increased membership by 10%.
- Organised a series of monthly themed Zoom quizzes with an average attendance of 30 people, setting up the meetings, purchasing prizes and helping to devise questions.
- Promoted the society using the society's blog, website, Facebook page and Twitter and Instagram feeds.
- Organised management committee meetings. Wrote and circulated agendas and meeting notes. Kept committee members up to date with progress on our plan.

**2019–2020**

**CONTRIBUTOR TO STUDENT AND LOCAL PUBLICATIONS**

- Wrote a monthly music review column and then a lockdown life column for student newspaper, *Southern Student*.
- Used initiative, news sense and understanding of different audiences to pitch proposals and place articles in three local print and online publications.

## **LANGUAGE SKILLS**

- Fluent French, used to liaise with Galactic Cosmetics' head office in Paris.
- Working knowledge of Spanish.

## **IT SKILLS**

- Learned how to build websites using HTML, CSS and JavaScript via FutureLearn's 'Introduction to web development' course.
- Highly competent user of Microsoft Office: Word, Excel, Planner, Teams and PowerPoint.
- Effective user of social media and platforms: Twitter, Instagram, Facebook and TikTok.
- Effective user of photo- and video-editing apps: iMovie, Google Snapseed and Pixlr.
- Gained a basic understanding of Google Analytics through my internship with Galactic Consulting.

**REFERENCES AVAILABLE ON REQUEST**