

Practical lesson 2: The CV/Résumé

Maria Jones

Digital Marketing Specialist

Profile

I have five years' experience in various digital marketing roles. I have a proven ability to create successful marketing campaigns in line with brand identity and values. I am a strong collaborator with outstanding communication skills, and have comprehensive experience of using my specialist knowledge and expertise in analytics for a wide variety of marketing initiatives.

Employment History

June 2017 – present

Digital Marketing Specialist for Zinco, a global insurance start-up

- My role involves working to tight deadlines to design, create and launch marketing campaigns via social media.
- I have developed advanced knowledge of a range of social media platforms and digital marketing tools.
- I specialise in driving successful campaigns and excel in analysing their impact.
- I have experience launching digital billboards in places such as train stations and shopping centres.

Sept 2016 – June 2017

Creative break from employment to travel and blog

- I travelled through 12 countries, met several professional bloggers and started my own travel blog.
- I built up a community of followers and started to monetise my blog through sponsored posts.

May 2014 – Aug 2016

Digital Marketing Assistant, Krunch Ltd

- Responsibility for overall social media strategy and regular posting on key channels.
- I played a key role in numerous campaigns to boost engagement with our brand.
- I also supported three product launches.

Education

2014 Diploma in Digital Marketing, Leeds Beckett University, UK

2012 A-levels (Psychology, English, Art & Design), Leeds City College, UK

Skills and Interests

Competent WordPress developer

Skilled in Adobe InDesign and Adobe Illustrator

Advanced Spanish (C1)

Intermediate German (B1)

Photography

Travel

References

Available on request

Tasks:

Photography- Business Development Manager- Certificate in Presentation Skills- Degree in Marketing-Taekwondo-Professional blogger- Research Assistant - Sales Executive- Class B driving licence- Proficient knowledge of analytics software- Masters in Public Relations and Digital Marketing- Diploma in Innovation Design

Work experience	Education	Skills and Interests

Task 1

Are the sentences true or false?

1. It is a good idea to start with a short summary about you.
2. You should write your work history in order, with your most recent job at the end.
3. You should list all your responsibilities in detail.
4. You should give the full title of your qualifications, with the date you passed each one and the organisations that awarded them to you.
5. It is a good idea to include hobbies if they are relevant to the job.
6. Include references to support your application if you can.

Task 2

Put the words and phrases in order to make sentences.

1. roles. - I have-in various-experience-five years'
2. My-involves working-deadlines. role-tight-to
3. a-create-ability to-I have-successful-campaigns.-proven
4. digital-in-specialise-I-marketing.

5. in-excel-I-impact-analysis.

6. I of knowledge advanced statistics. have

Task 3

Write the correct form of the word in brackets.

1. I have a proven to deliver successful marketing campaigns. (able)

2. I am a strong (collaborate)

3. I have specialistof marketing. (know)

4. I use my in analytics to assess the success of campaigns. (expert)

5. I was for the overall social media strategy. (responsibility)

6. I played a key role in campaigns. (number)

7. I started to my blog through sponsored posts. (money)

8. I worked on several initiatives to boost customer..... (engage)