

Sample CV
Business Studies

John O'Connor

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Limerick City

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Education

2002 – 2006

University of Limerick

Bachelor Business Studies Degree

2:1 degree expected in June 2007

Major: Marketing; Minor: Information Technology

Core modules: Marketing, consumer behaviour, logistics, database systems, information technology, web design.

My Final Year Project focused on diversity in the workplace in three developing SMEs. This involved interviewing members of staff and presenting report to senior executives.

1996 - 2003

St Patrick's College, Limerick

Leaving Certificate 490 points including an A2 in Business Studies

Employment

2005

Abbey Promotions, Ennis

Summer placement assisting with a project creating and delivering shareholder information for a major PLC:

- Participated in meetings and presented forecasting and progress reports to project team;
- Managed (scoping) project on development of new stakeholder information newsletter;
- Gave a presentation on my recommendations on content and format to senior management.

2004

Abbey Promotions, Ennis

Coop placement involving general promotion activities:

- Advertising
 - Managed an environmental awareness campaign aimed at under 21's;
 - Devised and distributed questionnaires and ran focus groups;
 - Analysed and presented results to management team.
- Administration
 - Kept project management spreadsheets for weekly reporting;
 - Documented all workflow.
- Creative development work
 - Worked with designers on visual identity which would be appealing to under 21's;
 - Assisted with a layout article for a media placement magazine.

2002

Limerick Evening Post

Working as a trainee reporter (unpaid):

- Sourced and tailored stories for a specific target audience;
- Managed my own time in a pressurized and busy environment;
- The paper published two of my articles.

Skills and achievements

IT

- Proficient in Microsoft Office and use of the Internet for research purposes;
- Competent in using Dreamweaver to author webpages;
- Basic understanding of Quark.

Communication skills

- Excellent verbal and written communication skills developed through participation in meetings and writing of reports at Abbey;
- Delivered a presentation to the community on local environmental issues.

Languages

- Basic Spanish, improving my conversational skills;
- Good spoken French.

Interests

- I am passionate about environmental and conservation issues and belong to a local conservation group where I act as publicity officer;
- This involves the development and circulation of a quarterly newsletter and the organisation of fundraising events;
- This further develops my organisational skills as I have to allocate tasks to others and find venues and other willing volunteers.

Referees

Michael Hayes
Lecturer
Kemmy Business School
University of Limerick

Melanie Hickey
Media Marketing Manager
Abbey Promotions
Ennis, Co Clare

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