

SAMPLE CV

Name: Catherine Ryan
Address: 22, Castletroy Heights, Castletroy, Limerick
Tel: 061 325689; 087 2335674
E-mail: Catherine.ryan@ul.ie

EDUCATION

- 2006...Present** University of Limerick
Bachelor of Business Studies Degree
Major: Marketing; Minor: Information Technology
Subjects included:
Accounting, Economics, Market Research, Consumer Behaviour, Logistics,
Sales Management, Database Systems, Internet Marketing.
Final Year Project: Conducted research survey with local companies
analysing the 'Effectiveness of the Internet for International Marketing'
Expect to graduate with a 2.1 Honours Degree in June 200x.
- 2000-2006** Colaiste Muire, Ennis, Co. Clare
Leaving Certificate – 6 Honours, including an A1 in English and Irish. Other
subjects: Mathematics, French, Chemistry, Accounting, Art.

WORK EXPERIENCE

- Jan-Sept 2005** Smurfit Packaging, Glasnevin, Dublin
Market Research Assistant
Responsibilities:
- Researching target markets
 - Maintaining database of key clients
 - Devising advertising and promotion strategy
 - Developing website pages for marketing strategies
 - Co-ordinating sales activities.
- Summer 2004** Sales Assistant – Hughes Bookshop, Dublin Airport
- Collated and summarised book reviews
 - Liased with publishers regarding returned orders
 - Provided point-of-sale service to customers
- Summer 2003** Crew Member – McDonald's Restaurant, Limerick
- Received 'Employee of the Month' award for customer service and excellence
 - Arranged and supervised parties of up to 30 children ensuring that food and entertainment were provided
 - Supervised a team of 15 staff on the late shift during the absence of the Team Leader
 - Trained in food preparation and customer service in accordance with McDonald's quality standards

COMPETENCIES

- Team Working:** Experience in collaborating with colleagues in achieving common goals
Organised a team of students in fund-raising event for local charity
- Communication:** Conducted research project and presented findings to Marketing Director
Designed website for UL Film Society
- Customer Focus:** Awarded 'Employee of the Month' for excellence in customer service
Introduced Customer Comment campaign during work placement
- Leadership:** Organised and acted as guide on mounting climbing expedition for group
Supervised team of 15 staff while working in late night fast food restaurant

ADDITIONAL QUALIFICATIONS

- Computer Skills:**
- Word-processing – prepared thesis using Microsoft Word. Typing speed of 40 words per minute.
 - Spreadsheets – drafted tables and graphs using Microsoft Excel
 - Other packages – Microsoft Publisher, PowerPoint, Access
- Language Skills**
- Good conversational French – received 2.1 Hons in First Year French examinations
 - Leaving Certificate (Honours level) German
- Other**
- Full Driving Licence

HOBBIES/INTERESTS

- Film: Secretary of the UL Film Society. Particular interest in foreign film and the history of cinematography.
- Mountaineering: led climb of local mountain range. Team member of climbing expedition to Wales.
- Other: Work with St. Vincent de Paul. Classical Music.

REFEREES

Dr Martin Murray,
Senior Lecturer
Dept of Economics,
University of Limerick.
Tel: 061
Email:

Mr Michael Dolan
Marketing Manager,
Smurfit Packaging,
Glasnevin,
Dublin 7
Tel: 01
Email: