

Louise Chapman

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Profile

I am a recent Business and Management graduate of the University of Kent, seeking to begin my career in a commercial role at a high-growth SaaS software company. I am highly motivated, ambitious and entrepreneurial, and strive for high standards in everything I do. I believe that my interpersonal skills, coupled with the skills and insights I have developed through my degree and work experience, will make me a strong candidate for a graduate role in Business Development.

Education

2013 – 2017

University of Kent

BA in Business & Management, 2.1

- Relevant modules include Econometrics, Finance and Business and Corporate Strategy.
- Developed transferable skills including research and analysis, time management, written and oral communication, problem solving and teamwork.

2006 – 2013

Bishopston Comprehensive School, Swansea

A Levels: Economics (A), Business Studies (A), English Language (B)

GCSEs: 10 GCSEs grade A*-C including Maths (A) and English (A)

Work Experience and Employment

Nov 2017 –
Apr 2018

We Ski

Chalet Host

- Cleaned and cooked for 13-person chalet.
- Organised day trips and tours for visiting groups.
- General administrative duties.

Sept 2016 –
June 2017

Spotify

Brand Ambassador

- Promoted the company at events to encourage student subscriptions.
- Constructed innovative student-targeted marketing campaigns.
- Developed relationships with individuals, student societies and businesses to promote the brand.
- Won an annual sales and marketing challenge by leading a team of five to gain the biggest social media following and achieve the highest sales figures.

June 2015 –
Aug 2015

Halcyon
Digital Marketing Intern

- Planned and implemented Marketing campaigns on LinkedIn, Facebook and Instagram
- Created and promoted content including blog posts, videos and interviews for the company website.
- Wrote and posted job adverts.
- Produced daily forecasts and budget reviews across all digital campaigns.

Sept 2014 –
May 2015

Wayne's Bar, Canterbury
Bar Staff

- Worked part-time to fund my studies.

June 2014 –
Aug 2014

Camp America
Camp Leader

- Was responsible for a group of eighteen children aged 12-14 over a twelve-week period.
- Organised and led activities including kayaking, swimming and team sports.
- Supervised evening social events.

Skills

- Proficient in Office programmes including Word, Excel and Power Point.
- Language skills: French (fluent), Spanish (beginner)

Achievements & Positions of Responsibility

- Played in University of Kent first Hockey team, 2014-2016
- University of Kent Hockey club social secretary
- Bishopston Comprehensive School Prefect

Interests

- Member of the University of Kent Women in Business society and Finance and Technology society.
- I am a skier and enjoy fitness challenges.
- I am keenly interested in current affairs and their interactions with industry; I am a regular reader of the Economist and the Harvard Business Review.
- I am fascinated by technology and its impact on business.

References available on request.