**Alexandra Smith**  
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**Personal Profile**

Second year Psychology student at York St John University with a strong interest in fashion and marketing. With knowledge of social psychology and experience in retail and visual merchandising, I possess the unique combination of strong commercial awareness, good business acumen and understanding of consumer behaviour. I am currently seeking an internship opportunity which will allow me to proactively develop my existing skills within a fashion-focused marketing firm.

**Education**  
  
**York St John University 2018 – 2022**BSc Psychology

Relevant modules include *Exploring Social Psychology; Biological Bases of Behaviour; Experimental Research Methods and Statistics; Social Psychology; Qualitative Research Methods; Advanced Topics in Brain & Behaviour*

**Queen Elizabeth Sixth Form College 2016 – 2018**  
A-Levels: Psychology (B) Law (B) Mathematics (C) General Studies (C)

**Woolston High School 2011 – 2016**  
9 GCSEs (A\*-C) including Mathematics, English, Drama and Art  
**Key Skills**  
  
**Independent Research, Analysis and Numerical Skills**

* As part of my degree, the academic modules “Experimental Research Methods and Statistics” and “Qualitative Research Methods” have allowed me to greatly develop my ability to perform independent research, collect and interpret large amounts of data and analyse this data for use in assessed reports.
* In my role as Sales and Returns Desk Assistant, I utilised my strong attention to detail and high level of accuracy to efficiently complete the store returns process and ensure the correct amount was refunded, taking into consideration store discounts or deductions. I additionally worked closely with the Customer Service Manager to analyse the impact of the new Returns Policy using anonymised customer data.

**Strategy and Innovation**

* During Sixth Form, I participated in “The Apprentice @ QE” Business Challenge, where each participant was given £20 to implement a business idea and competed to produce the largest profit. Sourcing a unique range of pin badges and creating an innovative marketing and sales strategy, I was successful in producing a £100 profit and achieved second place in the competition.
* On expedition for the Duke of Edinburgh Bronze, it was vital that we were able to work effectively as part of a team. As the leader of our team, I was responsible for assessing the route and producing a strategy to reach the destination in the most efficient time, taking comfort or food breaks, varying terrain, and weather conditions into consideration.

**Creativity**

* Alongside my Sales Assistant role at Marks and Spencer, I took on additional responsibility of supporting the Visual Merchandiser with in-store displays as this was an area of real interest to me. I thoroughly enjoy using my creative flare to design unique and engaging displays to successfully merchandise stock, encourage customer sales and develop commercial awareness.
* Since joining York St John University, I have been an active member of Creative Writing Society and have been able to utilise and develop my ability to write copy, content and short stories for a variety of purposes. As a storyteller, I can effectively produce narratives to inspire, influence and persuade audiences.

**Professional Experience**  
**York St John University 2018 – 2019**  
LaunchPad Ambassador

* Supporting the LaunchPad Careers Team to maximise student engagement with the service through participating in workshops, answering peers’ queries and lecture shout-outs.

**Marks and Spencer, York 2018 – 2019**Sales Assistant/VM Assistant

* Undertaking a wide range of duties across the salesfloor of M&S York, with the additional responsibility of supporting the Visual Merchandiser

**Debenhams, Stockton-on-Tees 2016 – 2017**Sales and Returns Desk Assistant

* Responsible for processing sales and refunds through the electronic till system, implementing the store’s refund policy and providing a consistently high level of customer service

**Other Experience**  
  
**York St John University 2018 – 2019**  
Member of Creative Writing Society  
  
**Queen Elizabeth Sixth Form College 2017**  
“The Apprentice @ QE” Business Challenge participant  
  
**Duke of Edinburgh Bronze Award 2014 – 2015**Participated in 6 months volunteering for a charity and an expedition in the Scottish Highlands

References available upon request

## **Guidance Notes**

### **Personal Details**

Your name should be larger than the body of text and bold to stand out. This can be to either side of the page or in the centre. Below this, include personal contact details including email and/or or phone number. Your postal address is optional.

### **Personal Profile**

This is optional – however it is your opportunity to introduce your professional identity, up to three of your unique selling points with brief details of where you developed these, and details of your current aim or goal. For example:

*“As a recent graduate from the University of Townville, with a 2:1 honours degree in marketing, I have undertaken internships at industry-leading agencies such as Beyond Imagination and Noah Freemans. These placements have allowed me to develop sector knowledge and gain hands-on experience, as well as expand transferable skills such as commercial awareness, communication and negotiation and analytical skills. My career aim is to gain a role which allows me to further my expertise and take on increased responsibility at a market-leading digital marketing agency.”*

### **Education**

* List in reverse chronological order
* If you have not yet completed your degree, do include it with your future completion year
* If relevant, you may also wish to include modules you’ve completed as part of your degree and your dissertation title
* GCSEs does not need an apostrophe (e.g. GCSE’s) and you do not need to provide all of your GCSE results in list-form. Instead, include the number of GCSEs you have, with your range of grades (e.g., A-C) and around three of your most relevant GCSEs.

**Key Skills/Skills and Achievements:**

The aim of a skills-based CV is to evidence your ability to demonstrate key skills (up to five) which relate directly to the role or sector that you are intending to apply for, evidenced using a wide range of work and non-work experiences. Try to refer to a range of other experiences too, such as paid and unpaid work, any volunteering, societies, sports team etc.

**Relevant Experience/Professional Experience**

This can be paid or voluntary experience, relevant to the role you are applying for. If you have a long list of experience, try to only include the ones which are most relevant for the position you are applying for. This should be listed in reverse chronological order. Information provided should include dates, the job title, and the employer.

If you wish to prioritise your relevant work experience, you can arrange your experience into sections such as ‘Relevant Experience’ and ‘Other Experience’. Another option could be ‘Work Experience’ and ‘Volunteering Experience’ sections.

### **Awards and Achievements/ Additional Information**

This section is optional; however, it is a space to potentially include any awards you have achieved in work or during education. If you are a member of any professional bodies, such as the British Psychological Society (BPS), you can include this too.

### **References**

As your CV should be a maximum of two pages, you do not need to list the full details for your references. You could include the phrase ‘References available upon request’ to indicate that you have the details for your referees available and the employer is able to request them.

### **General Tips**

* We’d recommend that you don’t include a photo of yourself, or details such as your date of birth, your marital status or national insurance number, as this is not common practice in the UK
* Use a professional font (e.g., Arial, Calibri etc) in font size 11 or 12
* Consider utilising headings and bullet points to help structure your CV
* We’d recommend that you proof-read, and then proof-read again
* For more advice or guidance around your CV or to organise a CV check, email [careers@yorksj.ac.uk](mailto:careers@yorksj.ac.uk), or visit the LaunchPad Space in Holgate