

**Kenneth has very specific career goals and strong experience in his first industry choice, but manages to present materials that are applicable to a variety of placements by focusing on his transferable skills.**

#### **Kenneth Small**

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#### **Objective**

To gain real-world experience in a London internship with opportunities to utilise the skills I am developing in my academic studies.

#### **Education**

Spring House College, Orlando, Florida

- BA in Business Administration, expected graduation May 2024
- Marketing Major and International Business Minor
- Current Grade Point Average (GPA) of 3.6/4.0

#### **Related Courses**

- Principles of Economics, Marketing and New Media, International Business Theory, Intercultural Communication, Marketing and Branding, Advanced Spanish Conversation

#### **Work Experience**

*Assistant Manager*, Banqueting, May 2020 - present

Central Marriott Hotel, Vista, Florida

- Manage up to 10 banquet staff per shift
- Oversee the food service for up to 300 guests per event
- Maintain accurate shift records on the database
- Train approximately 15 new staff members to date in banquet operations

*Office Assistant*, June 2018 - May 2020

Spring House College Food Services, Orlando, Florida

- Liaised with suppliers to ensure accurate coordination of deliveries
- Demonstrated excellent customer service skills by effectively responding to queries via phone, email, and social media pages
- Researched and implemented marketing and advertising strategies for the "Healthy Campus" campaign, including engagement of students on Facebook and Twitter

*Marketing Volunteer*, Summer 2020

Spring House Conservation Alliance

- Used Hootsuite to publicise community environmental events of Facebook, Twitter, and Instagram
- Continuously updated contact profiles in Salesforce CRM
- Developed and published written and visual content for the blog

#### **Activities and Interests**

- VP of Marketing for the Spring House College chapter of Save the Earth
  - » Oversaw publicity and donation strategy for environment organisation focused on preserving the community's wetlands
  - » Designed and distributed flyers to publicise events and campaigns
- Maintain Bass Instinct's blog containing personal musical mash-up creations
- Practicing musician, active hiker, and budding chef

#### **Awards and Achievements**

- Awarded employee of the month on two occasions at the Central Marriott Hotel for excellence in customer service
- Earned the Certificate of Technology for Expertise in Microsoft Excel, 2018
- Awarded Top Young Amateur DJ competition at Spring House College, 2020

#### **Additional Skills**

- Moderate proficiency in Spanish (reading, writing, speaking)
- Proficient in MS Office, WordPress, Facebook, Twitter and Instagram
- Strong technical skills in music mixing and DJ-ing

**The student specifically lists courses that cover all three of his industry choices.**

**Kenneth effectively and succinctly translates his previous duties into demonstrations of his transferable skills with the language used in his bullet points.**

**He presents his best self and pulls out examples of his skills in leadership, administration, communication, customer service, marketing, social media, databases and CRM, writing, and phone manner.**

**Even for voluntary projects, Kenneth crafts bullet points to highlight his transferable skills.**

**It is always important for your CV to be targeted to your intended reader, which in this case is a prospective employer and the FIE Internship Team! In order to find you the most suitable placement, make sure to include your personal interests, passions, and volunteering experiences. Kenneth includes his enjoyment of music, hiking, and cooking.**