

**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.**

**Kenneth expresses specific career goals, but demonstrates he knows he will not be working in that area, taking care not to imply otherwise**

**Kenneth Small, Spring House College**  
Personal Statement

As the world of business becomes increasingly international, it is essential for professionals to have exposure to and comfort with other cultures. I am an aspiring entrepreneur and my dream is to apply my education in marketing and environmental science to open my own farm-to-table restaurant. Before I can achieve this goal, I must broaden my horizons and embrace other cultures' approaches to business and sustainability and I hope that my time abroad will expose me to new ideas that I can apply to my future career. In my free time, I would like to learn about the environmental issues facing London and explore its food scene, while professionally, I would like to use my international internship as an opportunity to gain transferable skills that would be applicable as I work towards becoming an entrepreneur.

My career aspirations come from my passion for business, sustainability, and hospitality which I discovered during my previous experiences. I have applied my marketing skills for two environmental organisations, having developed a social media following and published a blog for the Spring House Conservation Alliance and served as the VP of Marketing for the local chapter of Save the Earth where I helped build the organisation's profile and implemented a successful donation strategy. Working in these roles taught me the importance of community engagement to any initiative's success and I would love the chance to explore this practice from an international lens. From my hospitality experience, I have grown my skills in leadership, communication, administration, and customer service while working as the Assistant Manager of a large hotel banquet hall and working in my campus food services office. The opportunity to further develop these skills while in London would be a great help to achieving my goal of becoming a restaurateur.

I am open to a variety of experiences for my internship in London. My industry choices are marketing/communications, business, and environment and sustainability. A role in marketing related industries would most apply to my major but I would welcome the chance to be involved in any area of a small to medium-sized business. The Environment & Sustainability field is another interest of mine and I would love the chance to learn about London's sustainable business industry or to be involved in an advocacy group and build on my previous experiences. Wherever I am placed, I will make the most of the unique opportunity to grow as a professional while working in a new cultural environment

**The student expands on items mentioned in his CV, describing how his previous roles have prepared him for an international internship.**

**In the last paragraph, Kenneth mentions all 3 industry area choices, why he is interested in these areas, and what skills he can contribute.**