

Kenneth has very specific career goals and strong experience in his first industry choice but still 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 utilize the skills I am developing in my academic studies.

Education

Spring House College, Orlando, Florida

- BA in Business Administration, expected graduation May 2020
- Marketing major and Environmental Science minor
- Current Grade Point Average (GPA) of 3.6/4.0

Related Courses

- Principles of Economics, Marketing and New Media, Ethics and Ecology, Natural Resource and Environmental Policy, Marketing and Branding, Advanced Spanish Conversation

Work Experience

Assistant Manager, Banqueting, May 2017 – present

Central Marriott Hotel, Vista, Florida

- Lead team of 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
- Have trained approximately 15 new staff members to date in banquet operations

Office Assistant, June 2016 – May 2017

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 and email
- Researched and implemented marketing and advertising strategies for the 'Healthy Campus' campaign, including engagement of students on Facebook and Twitter

Marketing Volunteer, Summer 2015

Spring House Conservation Alliance

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

Activities 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, 2016
- VP of Marketing for the Spring House College chapter of Save the Earth
 - Oversaw publicity and donation strategy for environmental organization focused on preserving the community's wetlands
 - Designed and distributed flyers to publicize events and campaigns
- Awarded Top Young Amateur DJ competition at Spring House College, 2016
- Maintain *Bass Instinct* blog containing personal musical mashup creations

Additional Skills and Interests

- Moderate proficiency in Spanish (reading, writing, speaking)
- Proficient in Microsoft Office, WordPress, Facebook, Twitter, and Instagram
- Strong technical skills in music mixing and DJ-ing
- Practicing musician, active hiker, and budding chef

Kenneth 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 doesn't sell his experience short 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 transferrable skills.

Kenneth's additional skills and interests round him out as a person, showing his unique qualities.

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 goals 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 organizations, 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 organization'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. A role in marketing 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 different culture.

Kenneth uses the last paragraph to state his first choice interest but is also sure to specifically mention all three industry choices.

Kenneth expands on items mentioned on his CV, describing how his previous roles have prepared him for an international internship.