

ALISON THORPE

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EDUCATION

2019–PRESENT

BA IN MODERN HISTORY, UNIVERSITY OF ABINGDON

- Predicted 2.1.
- Gave regular well-received ten-minute presentations to seminar group on study topics.
- Used research and academic rigour to develop original 15,000-word dissertation on the impact of economic policy on Latin American politics (2.1).

2012–2019

A LEVELS AND GCSES, JOHN REDMOND HIGH SCHOOL, IPSWICH

- A LEVELS: History (A), English (A), French (B).
- GCSEs: Nine GCSEs with grades 9–7 and A*–B, including English literature (9), English language (8) and maths (7).

WORK EXPERIENCE

2021 (JUNE–SEPTEMBER)

PR AND COMMUNICATIONS INTERN, GALACTIC COSMETICS (HYBRID WORKING)

- Supported the team behind successful launch of a new product, Vita shampoo, which exceeded sales targets for first month by 7%.
- Devised and presented a plan on how best to market Vita shampoo to target audience, identifying key influencers to approach across Instagram, TikTok and YouTube.
- Drafted copy for a one-page summary of the product's key messages, later sent to the entire UK commercial team.
- Created engaging social media content for Instagram and Twitter in line with the product's strategic goals, generating 30% of traffic to the product's launch website.
- Negotiated and organised reader offers and makeovers with ten publications.
- Checked and updated a database of hundreds of media contacts such as beauty influencers and editors on consumer magazines. Managed product mailout to them.

2021 (MARCH)

INSIGHT DAY, SHINIEST CONSULTING (VIRTUAL)

- Gained an insight into careers within strategy consulting and the skills required.
- Attended a skills-building session on forging excellent client relationships.
- Participated in a case study exercise that simulated the work undertaken by consultants.

2020 (AUGUST–SEPTEMBER)

TELESALES ASSISTANT, EASTERN ELECTRICITY, ABINGDON

- Honed telephone communication skills in a pressurised business environment
- Exceeded personal sales target by 10%. Achieved this by refusing to be discouraged by rejection and making a higher number of calls than the average for the team.
- Proposed the introduction of a mentoring scheme for new starters and some revisions to the standard sales script. Both ideas were implemented.

2019 (JANUARY–OCTOBER)

RETAIL ASSISTANT, WATERSTONES, READING (PART-TIME AND HOLIDAY)

- Won Employee of the Month award for outstanding customer service.
- Deputised for the department manager. Resolved problems such as customer complaints and colleagues' difficulties with retail systems.
- Trained and supported two new members of staff on how to use the retail point of sale, cash management and order management systems.
- Was trusted to cash up tills and log daily takings using the cash management system.
- Dealt with customer enquiries in person, via email and over the phone, strengthening client-facing skills, commercial awareness and product knowledge.

VOLUNTEERING ACHIEVEMENTS

2020–PRESENT

SECRETARY OF ABINGDON UNIVERSITY HISTORY SOCIETY

- Worked with the society's committee to brainstorm, agree and act on a plan to reverse a decline in membership of the society. Increased membership by 10%.
- Organised a series of monthly themed Zoom quizzes with an average attendance of 30 people, setting up the meetings, purchasing prizes and helping to devise questions.
- Promoted the society using the society's blog, website, Facebook page and Twitter and Instagram feeds.
- Organised management committee meetings. Wrote and circulated agendas and meeting notes. Kept committee members up to date with progress on our plan.

2019–2020

CONTRIBUTOR TO STUDENT AND LOCAL PUBLICATIONS

- Wrote a monthly music review column and then a lockdown life column for student newspaper, *Abingdon Student*.
- Used initiative, news sense and understanding of different audiences to pitch proposals and place articles in three local print and online publications.

LANGUAGE SKILLS

- Fluent French, used to liaise with Galactic Cosmetics' head office in Paris.
- Working knowledge of Spanish.

IT SKILLS

- Learned how to build websites using HTML, CSS and JavaScript via FutureLearn's 'Introduction to web development' course.
- Highly competent user of Microsoft Office: Word, Excel, Planner, Teams and PowerPoint.
- Effective user of social media and platforms: Twitter, Instagram, Facebook and TikTok.
- Effective user of photo- and video-editing apps: iMovie, Google Snapseed and Pixlr.
- Gained a basic understanding of Google Analytics through my internship with Galactic Consulting.

REFERENCES AVAILABLE ON REQUEST