

KAREN JANE ROBERTSON

PERSONAL DETAILS

12 Turner Ave, Broadmeadows, Victoria, 3046

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OBJECTIVE

To apply my creative energy and enthusiasm for marketing and event management to a role involving product promotion with a major retailer.

EDUCATION

2002 – Present **Bachelor of Business (Marketing)**
La Trobe University
Melbourne, Victoria
(transcript of results attached)

1996 – 2001 **Victorian Certificate of Education**
St John's College
Broadmeadows, Victoria

ENTER SCORE 93.5

ACADEMIC ACHIEVEMENTS

- Golden Key National Honour Society 2003 – membership extended to top 15% of students for outstanding academic achievement.
- Awarded recognition for placement among top five students in Business Statistics and Advanced Marketing Concepts 2003
- Achieved top score for school in VCE Legal Studies, Economics and Literature

PROFESSIONAL MEMBERSHIP

Australian Institute of Marketing
Student Affiliate

PROFESSIONAL EXPERIENCE

- 2004 - *Marketing Assistant*
Blakesby Education
Melbourne
- Assist with the development of marketing plans for the field sales force.
 - Monitor and report results to the direct marketing manager.
 - Develop ideas for creating new business.
 - Conduct SWOT Analysis of business in Northern region of city.
 - Organise book launches at places of education.
- 2001 - 2003 *Duty Manager and Marketing and Promotions Officer (casual)*
Hoyts Theatres
Broadmeadows, Victoria
- Supervised staff in Candy Bar, floor and ticket box, including open/close procedures.
 - Produced marketing programs to support each film release.
 - Developed, as part of team, on-going marketing activities to increase sales in Candy Bar.
- Sept 2003 *Census Collector (casual)*
Australian Bureau of Statistics
Melbourne
- Distributed and collected census forms to all private households in given district.
 - Communicated with non-English speaking people to ensure the security and confidentiality of all information obtained.
 - Liaised with a group leader to discuss progress and resolve problems.
- 2001 *Marketer (casual)*
David Jones
Melbourne
- Marketed David Jones Card to customers in store and by cold calling
 - Promoted the benefits and uses of card to customers
 - Approved credit applications over phone

VOLUNTEER EXPERIENCE

Throughout vacation periods and when time permits, have volunteered my skills to the MS Society. This has included updating brochures and coming up with ideas for fundraising and for marketing their services to clients. Have also raised money for World Vision through the 40-hour Famine and collected money for the Red Cross.

RELEVANT SKILLS AND EXPERIENCE

Computer Skills

Confident and experienced in MSWord, Excel, PowerPoint, Access, QuarkXPress and basic Web Design. These skills were incorporated into numerous class presentations and voluntary work activities.

Communication Skills

- Hosted the 2000 Valedictory Dinner and formal evening.
- Communicated with a range of non-English speaking people whilst completing work for the Australian Bureau of Statistics Census collection.
- Hosted the marketing launch of a movie premiere at Hoyts Theatres.
- Created brochures and newsletter articles for MS Society as volunteer worker.

Analytical Skills

- Conducted research for second year project into the way in which pharmaceuticals are marketed. This required the sophisticated use of internet resources, the development of questionnaires and detailed analysis of results. Achieved High Distinction for project.

Teamwork Skills

- Demonstrated a range of teamwork skills in different roles as part of group assignments throughout tertiary studies.
- Implemented effective team strategies for workers at Hoyts Theatres
- Played competition netball for four years during high school.
- Sang in St John's Choir over period of six years.

Planning and Organising Skills

- Organised venues for choral productions and arranged publicity via a variety of media
- Arranged several book launches, including catering, invitations, venues and publicity.
- Managed part time work and study while maintaining HD average through effective time management.

INTERESTS AND ACTIVITIES

My love of music has led me to sing in two choirs, performing several times a year in major choral works at the Melbourne Town Hall and at other events. I also love to play the piano for relaxation. I enjoy reading popular magazines for marketing ideas, as well as crime fiction. Spending time with friends, dining out and attending live theatre productions are also favourite pastimes.

REFEREES

Mr Thomas Quinn
Marketing Manager
Blakesby Education
9978 3952

Ms Marlene Furbish
Volunteer Coordinator
MS Society
0401 857352

Mr Julian Fox
Accountant (family friend)
9635 0851