

Liam Cummins

156 Tonlegee Road, Raheny Dublin 5

PH. 085 842 8730| Email: Liamcummins117@gmail.com |LinkedIn: [Liam Cummins](#) | [LinkedIn](#)

Professional Summary

Business Studies undergraduate with a strong foundation in communications, marketing strategy, and finance. Experienced in producing clear, engaging written and visual content through academic projects. Proficient in MS Office, Canva, and social media tools with proven ability to support branding initiatives and digital campaigns. Highly organized, deadline-oriented, and collaborative, seeking to contribute to a dynamic communications and branding team.

Education& Qualifications

Dublin City University, Dublin 9

Bachelor of Business Studies (Honours) |Expected Graduation: 2025

Sep 2022 – Present

Colaiste Dhulaigh, College of Further Education, Dublin 17

Business Management, QQI Award

Sep 2020 – May 2022

Grade: 7 Distinctions, 1 Merit

Pobalscoil Neasains, Dublin 13

Leaving Certificate

Sep 2015 – May 2020

Relevant Projects & University Experience

Aquaband Defender Marketing Strategy (2025)

- Developed a comprehensive marketing and sales strategy including social media content, target audience analysis, pricing, and brand positioning.
- Created promotional material using Canva and delivered a professional pitch presentation through PowerPoint.
- Projected sales and revenue projections using market data and competitor research.

Business Strategy – Consultant Project

- I was group leader for this assignment, where my group acted as business consultants, for a finance firm outlining its strategic capabilities and drawbacks.
- Used strategic frameworks to emphasize relevance of strength or weakness for improved strategic approach.
- Created a professional business presentation through Canva and delivered it to an audience.

Work Experience

Finance Intern

Grant Thornton, Dublin

Sep 2023 – Aug 2024

- Worked in the FAAS (Financial Advisory and Accounting Services) department, completing essential training in financial reporting and advisory.
- Assigned to the SEI US project, preparing fund reports for the reviewer, consistently meeting deadlines.

- Reviewed funds for State Street US as a 2nd level reviewer, ensuring quality control before client submission, improving review efficiency by 15%.
- Gained proficiency in financial software and regulatory compliance.

Key Skills

- Strong written and verbal communication
- Digital marketing and brand awareness
- Content creation using PowerPoint and Canva
- Effective time management and deadline-driven
- Adaptable and quick to learn new systems and processes
- Collaborative and team-focused

Hobbies

- **Archery:** Member of DCU Archery Society, I go to practice twice a week.
- **Gym:** I go four days a week for my physical health.
- **Reading:** Enjoy reading fiction and business-related books, continually improving analytical and comprehension skills.
- **Video Games:** When I have the time, I play story games or a game with friends.

References

Available upon request.