

# Chermonea Minnell-Rennalls

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## PERSONAL STATEMENT

I am a hardworking Essex undergraduate student aiming to get a first-class honours in Management and Marketing. I am currently seeking an internship in marketing so that I can further develop the skills that I have acquired on my degree in order to have a successful marketing career when I graduate.

## EDUCATION

### 2014 – Present University of Essex – Bsc

Management and Marketing

Relevant modules include: Digital Marketing and Social Media, Management Accounting, Management Marketing, Quantitative Methods and Finance, Organisational behaviour

### 2012 – 2014 Lambeth Academy Sixth Form – A-levels

Biology, Chemistry, Maths

### 2007– 2012 Lambeth Academy Secondary School – GCSEs

English Language	B	Biology	A	Physics	A*	ICT	A*
English Literature	A	Chemistry	A	French	C	Citizenship	B
Health and Social Care	A*	Mathematics	A	Religious Studies	A		

## EXPERIENCE

### July 2015 – September 2015

#### Ricardo's Plant Sale – Plant Sales Assistant

- Designed business cards and flyers
- Sold plants to the general public
- Priced plants according to my discretion

### July 2014 – August 2014

#### Diageo – Global Strategy Intern

- Design and market a brand new alcoholic drinks brand (**see personal website**)
- Analyse Consumer Trends and Global forecasts
- Construct a business plan with a presentation

### March 2011 – April 2011

#### Guy's and St Thomas' Hospital – Patient Feedback

Facilitator

- Recorded patient details and comments using spreadsheet tools
- Analysed feedback data to determine metrics and provide recommendations for improvements
- Basic admin – sent emails, created letters, telephoned patients and staff

## SKILLS PROFILE

### Computer and Technical Literacy

- Competent with all Microsoft Office applications including; Word, Excel, Outlook, and Power Point
- Examples include: Organising daily meeting using Outlook while at Diageo and Guy's and St Thomas' Hospital; Creating a PowerPoint presentation while at Diageo, etc

## Communication

- Ability to clearly communicate with others through tutorials and presentations as well as written reports, letters and essays
- Examples include: presenting PowerPoint presentations at Diageo offices; presenting assembly's to peers while being a school prefect; teaching customers about plants while working at Ricardo's plant sale

## Teamwork

- I enjoy working as part of a team, within which I can successfully play a variety of roles, such as team leader.
- Examples include: being team leader on university projects, directing films a Burberry Future FastTrack scheme; being a member of the school orchestra; being a member of the prom committee

## Planning and Organisation

- Effective at organising my own time through setting targets and planning. Reflected in my good time management and achievement of projects to deadlines
- Examples include: Completing articles on time for the school newspaper; juggling 11 GCSE's; meeting daily deadlines while working at Diageo

## Creativity

- I can express myself in a variety of forms, whether that be through creating innovative solutions to problems or just for fun
- Examples include: Creating Flyers and business card (**see personal website**), creating short films while taking part in a Burberry Future Fast Track scheme; Creating a mock of a new tequila brand; writing short stories

## INTERESTS AND ACHIEVEMENTS

### Current Affairs

- I regularly read the news and stay on top of trends. This will help me with any marketing role as I have key insights into what is relevant, which will help increase sales.

### Technology

- I am very interested in new technological inventions and learning how to use them. Currently, I am teaching myself how to use HTML and JavaScript. These skills are relevant to most modern career today, including those in marketing.

### Burberry 2013

- Burberry Future FastTrack Award – directing short films with other young people. Demonstrating my enthusiasm at the prospect of learning something new, eagerness/comfortability at meeting new people and creativity

### Blackrock 2013

- Insight event on investment management – demonstrating my readiness to be involved the business world and my resourcefulness too jump at every opportunity, whether or not they are directly related to marketing

## REFERENCES AVAILABLE ON REQUEST