

Chermonea Minnell-Rennalls

London, SW2 | www.chermonea.com | Chermonea@yahoo.com | 07943 051 245

PERSONAL STATEMENT

I am a hardworking Essex undergraduate student aiming to get a first-class honours degree 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, such as business strategy and brand management, in order to have a successful marketing career when I graduate. I have a knack for being able to see the bigger picture, often spotting links where others cannot. Give me an opportunity and you won't regret it.

EDUCATION

2014 – Present University of Essex – Bsc

Management and Marketing

Modules include: Digital Marketing and Social Media; Management Accounting; Management Marketing; Quantitative Methods and Finance; Organisational behaviour; Management and Cultural Industries; Business strategy

2012 – 2014 Lambeth Academy Sixth Form – A-levels

Biology (C), Chemistry (B), Mathematics (C)

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 & Social Care	A*	Mathematics	A	Religious Studies	A		

EXPERIENCE

July 2015 – September 2015

Ricardo's Plant Sale – Plant Sales Assistant

- Selling plants to the general public
- Designing business cards and flyers in order to promote the sale - resulting in at least 15 customers per day (**see personal website**)
- Building a rapport with customers in order to persuade purchases
- Promoting the business by speaking to the public at community events such as school fates

July 2014 – August 2014

Diageo – Global Strategy Intern

- Designing and marketing a new alcoholic drinks brand (**see personal website**)
- Developing strong employee relationships in order to get a mock-up produced
- Analysing consumer trends and global forecasts
- Using Microsoft Office to organise daily meetings
- Constructing a business plan
- Successfully presented to a panel at Diageo offices in order to persuade them to invest

March 2011 – April 2011

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

- Recording patient details and comments using spreadsheet tools
- Analysing feedback data to determine metrics and providing recommendations for improvements
- Basic admin – sending emails, creating letters, telephoning patients and staff
- Responsible for contacting patients to obtain their feedback on hospital services
- Assisting in a presentation on social media

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, creating Prezi presentations for university.

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; informing 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, implementer and coordinator.
- 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 in a timely fashion.
- Examples include: Completing articles on time for the school newspaper; achieving 11 amazing GCSE results; meeting daily deadlines while working at Diageo, teaching an hour long lecture to my peers for my Management and Cultural Industries university module.

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 careers 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 and 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 to jump at every opportunity, whether or not they are directly related to marketing

REFERENCES AVAILABLE ON REQUEST