

CIARA SNIJDERS

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WORK EXPERIENCE

STUDENT EXPERIENCE OFFICER University of Manchester | Jun 2018-September 2019

- Work as part of a 20 people team to provide all student-related administrative and business functions.
- Created, organised and coordinated numerous events, with attendances of over 1000 people.
- Key point of contact for student societies as well as students and academics during summer internship program.
- Responsible for social media accounts of the school with a combined follower count of over 7000.
- Monitored and used analytics in order to design and implement a marketing strategy for the Instagram and Facebook pages and collaborated with another member of staff for the twitter account.
- Responsible for communications to all students through staff-student liaison committees and management of student societies.
- Redesigned the weekly newsletter, published to the school's 3000 students. Sourced information from both within the university and external companies, designed and produced all the content.
- Created the design for most of the merchandise of the school, including the on boarding and information notebook for incoming students using Adobe XD.

MARKETING INTERN UKFast, Manchester | Jan 2018-Jan 2018

- Rotated and gained insight into the different departments of marketing including online, print, email and pay-for-click marketing, as well as SEO by working on different projects.
- Worked with Google and Facebook analytics to profile their key audiences and help develop the organisation's online marketing content.
- Reviewed their online marketing content and developed a user friendly wizard step tool which greatly improved customers experience when faced with their product choice.
- Created story boards to produce new video content aimed at enhancing their YouTube channel.

MARKETING INTERN Trafford Media and Communications, Manchester | Jan 2017-Jan 2017

- Examined their existing marketing channels, both digital and print.
- Carried out market research, including SWOT and competitor analysis, to create an informed and full marketing plan to increase awareness of their local magazine.
- Designed and created a mock-up of their website using Adobe XD and Wix.

JUNIOR DEBT COLLECTOR Panthera Finance, Brisbane | Jul 2016-Jan 2017

- Connected with customers to understand their current financial position and generate solutions
- Developed strong interpersonal communication, mediation and negotiation skills.
- Learnt how to work under pressure negotiating deals and carrying out on the spot research.

EDUCATION

UNIVERSITY OF MANCHESTER, ALLIANCE MANCHESTER BUSINESS SCHOOL, UK BSc International Management with Year Abroad | achieved result: 1st

- Participated in final year consultancy project, receiving a 1st class grade
- Achieved highest grade for a creative marketing plan group project in Marketing and Communications module
- Received 95% for group project in Not-for-Profit and Social Marketing module

UNIVERSITY OF QUEENSLAND, UQ Business School, Australia

LYCEE INTERNATIONAL DE ST GERMAIN EN LAYE, France

- OIB (French baccalaureate with international option) Mention Bien, 14.8/20; IGCSEs: Language: A, English literature A, History: A

VOLUNTEER EXPERIENCE

External Relations Officer, AIESEC, MANCHESTER | 2015-2016

Represented AIESEC externally with existing and potential partners.

Continuous communication with external partners to assess and evaluate partnerships and created new relationships to widen the network. Organised networking events and conferences such as the 'Under 25 entrepreneurs' with an attendance of over 100 students and university staff

Volunteer English Teacher, AIESEC Go Global, Thailand | Jun-Jul 2015

Independently created and planned lessons whilst assessing and developing the skills and learning capabilities of the children. Learnt how to communicate effectively and overcome language barriers developing my problem-solving skills

SKILLS

LANGUAGES: English (native), French (native), German (intermediate), Italian (intermediate), Dutch (basic)

IT: Excellent command of Office tools (Microsoft Word, Excel, PowerPoint), HTML and CSS (basic)

DRIVING: Full clean EU driving licence

INTEREST AND HOBBIES

COMPETITION: Insight into Marketing Competition: Awarded 1st place for university run competition. We developed an innovative and creative marketing plan for the opening of a fictitious bakery in Manchester. The plan which was pitched to a board of directors and was awarded first place.

INTERESTS

Cooking, Travelling, Art and photography, Reading

REFERENCES:

- Kerry Mycock – Kerry.mycock@manchester.ac.uk
- Stacey Kendall – Stacey.kendall@manchester.ac.uk

Further references are available upon request.