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| |  | | --- | | **Laurena O’Brien** | | **Citizenship : British ▪ Date of birth : 14/03/1988** |   **English Graduate with experience in PR; clients include Canon,**  **Mira Showers, Tescocup and Caterham Cars.** | |  | | --- | | **Contact** | | **Address:** 43 Maple Road, Surbiton, Surrey, KT6 4AD  **Tel:** 07548809728  **e-mail:**[lauren.obrien88@yahoo.co.uk](mailto:lauren.obrien88@yahoo.co.uk)  **website:** [www.farelli.squarespace.com](http://www.farelli.squarespace.com) | |
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| |  | | --- | | **Work Experience** | | **AD Communications | Esher** Account Executive **Present**  Working for a leading international marketing and communications agency in the print and packaging sector, handling the Canon Europe and Canon UK accounts.   * Gained a deep understanding of B2B PR as well as expanding presentational skills for pitching. * Developed knowledge of Canon history and the Print industry. * Regularly compiled reports, such as Competitor and Coverage reports, most recently creating a Media Briefing book for all publications, journalists and analysts for up-coming product launches. * Wrote and distributed press releases for Canon, developing skills by using the Media Centre on the AD Communications website. * Attended PRCA, a reputable event for PR professionals, liaising with people from Journalists to Company Directors. * Under-took solid media training, increasing communication skills for interactions with both the media and our clients.   **Lucre PR | Richmond** JuniorAccount Executive **May – June 11**  Worked for a results-based PR agency, rated top PR agency in the county by Yorkshire Business Insider, gaining experience in Consumer PR. Focused on three accounts: Trixan Body, Mira Showers and Fire & Stone.   * Wrote press releases and e-alerts for clients, particularly for Trixan Body’s summer swimwear range and Fire & Stone’s seasonal pizza menu launch. * Liaised with journalists regularly, selling in stories to regional publications for client coverage, as well as securing coverage for Trixan Body in Glamour Magazine. * Engaged in team meetings, contributing ideas and feedback for potential client strategies. * Delivered the latest Mira Shower competition to home-based publications, further securing coverage for the client.   **Performance PR | Kingston** JuniorAccount Executive **April – June 11**  Worked for a credible Sports and Automotive specialist PR agency, with an impressive client list including Citroën, Abu Dhabi International Motor Show, Alfa Romeo, Mclaren Automotive and Caterham Cars.   * Sought and compiled coverage cuttings and compiled coverage reports. * Updated Tescocup website with latest news and in-putted results from football matches. * Liaised and pitched to journalists, gaining coverage for Tescocup in regional publications. * Wrote a press release for the Caterham 7. * Confidently interacted with clients. * Excelled in basic Administrative skills, dealing with enquiries and improving attention to detail with written tasks.   **Private Tuition | Luton** Private Tutor **June 10 – April 11**  Tutoring English at GCSE level.   * Supervising revision sessions for mock exams. * Concentrating particularly on Spelling, Grammar and Punctuation. * Sentence Structure. * Essay formatting and planning.   **Limotek.co.uk | Online** Writer **October 09 – January 10**  Provided written content for an online limo hire agency, promoting their services and vehicles, particularly around Christmas and Diwali.   * Gained experience in content writing, accuracy and attention to detail. * Researched the scope of limousines as well as keeping an eye out for upcoming events. * Thought up snappy titles to entice readers to page. * Selected and uploaded photographs for the website.   **Faith Shoes | Luton/Leicester** Supervisor **November 06 – April 10**   |  | | --- | | Conducted sales in fast-paced retail company, communicating with customers, as well as using sales technique to link-sell.   * Facilitated customer requirements and complaints efficiently. * Understood the importance of Visual Merchandising as well as under-going Till Training. * Confident sales-person, able to close deals with customers. * Responsible for cashing up as well as calculating and sending of figures to Head Office.   **Junge Welt | Berlin** Trainee  **February 05 – March 05**  Spent one month in Berlin and gained experience with a German newspaper whilst studying German at A-Level.   * Trained to write articles to word-count. * Edited and spell-checked pieces. * Developed my German writing ability. * Liaised with reporters about writing style. | | | |
| |  | | --- | | **Key Skills** | | * **Team Working –** Worked well within the University paper, The Demon, gaining valuable writing experience as well as recording and uploading a self-written script onto the BBC/ De Montfort University website, gaining experience of working with others in a live recording studio. * **Analytical Thinking** – My good understanding of English and marketing has developed my logical thinking and various University projects have stimulated my ability to think up fresh ideas. An example of this includes my participation in an Advertising project, whereby we chose a specific company (Ikea) and designed and thought up advertising schemes to promote its 2011 catalogue. * **Communication** – Developed communication skills through selling to customers in various working environments, as well as pitching ideas to clients in Consumer and Business PR. * **Creativity –** Created and set up a website based on Literature and Fashion and presented this to an audience of approximately 60 at the Creative Writing Publication Launch at University. I also acquired skills in Dreamweaver and Photoshop when creating a Double-Page Spread, A Single Page and the Front Cover of a personally designed Magazine. * **Events Organising-** Helped to organise **States of Independence Press Release**, when hosted by University, as well as organising travel arrangements and accommodation for journalists attending client product launches. | | |
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