

MARIA TERESA FERNÁNDEZ ESPINAR

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EDUCATION

University of Bath (Bath, United Kingdom)

2015 – 2019

- BSc Management with Marketing: four year, thick sandwich degree with two industrial placements in penultimate year of study.
- First year modules include: Accounting for managers; Business Economics; Business Context; International Business Environment; Introduction to Finance; Business Analytics; Operations Management; Principles of Marketing; Managing people; Principles of organizational behaviour.
- First year grade average: 66%

Lycée Français Charles Lepierre (Lisbon, Portugal)

2000 – 2015

- Scientific French Baccalaureate including Maths and English
- Overall Grade: 16,72/ 20 – Highest distinction- Mention: “Très bien”

WORK EXPERIENCE

Unilever Jerónimo Martins, Marketing of Impulse Ice Cream Intern (Lisbon, Portugal)

Jun – Jul 2016

❖ Roles and Responsibilities

- Supported the development of the marketing campaign of Solero and Cornetto 2016, organising multiple events such as concerts sponsored by Unilever Brands, making digital products (GIF's and 20s macro videos) and attracting new customers.
- Managed the inauguration of the Magnum Store in Lisbon (event-based campaign: The Inauguration) being in charge of the digital marketing platforms such as Instagram and Facebook and continuously improving communication to customers.
- Assisted the marketing team with administrative duties such as reporting the success of campaigns, contacting internal and external agencies and doing required payments through online platforms.

❖ Skills Gained

- Flexible working with internal and external contacts: assertiveness and good communication skills when organizing new campaigns and events across the whole company while organizing deadlines with external agencies.
- Strong Negotiation skills: negotiate with agencies to achieve an excellent performance at a low cost.
- Creative, insightful and innovative: development of new projects, events and campaigns.
- IT Skills: regular use of Microsoft Word, Excel and PowerPoint to carry out my work efficiently; regular use of Social Media (Facebook and Instagram) to communicate promotions to customers.

French and Mathematics Tutor (Lisbon, Portugal)

2014 – 2015

❖ Roles and Responsibilities

- Responsible for teaching French and Mathematics to two middle school students in order to prepare them for examinations.

❖ Skills Gained

- Organisational skills and results-driven: developing adequate exercises for the children to achieve excellent academic performances whilst balancing my own studies at the same time.

VOLUNTARY EXPERIENCE

Refood (Lisbon, Portugal)

2014 – 2015

❖ Roles and Responsibilities

- Supported the Refood's team organising all the daily deliveries while trying to improve the headquarter's management in order to deliver meals for people in need as well as promoting elimination of food waste.

❖ Skills Gained

- Adaptability and multitasking: being helpful and proactive when the deliveries arrived in order to prepare as many meals as possible in the shortest time period.

Casa de Santo Antonio (Lisbon, Portugal)

Jun – Jul 2014

❖ Roles and Responsibilities

- Responsible for taking care of babies aged from 6 months to 2 years old. I was assigned to the day care unit (from 8 am to 7pm) and was in charge of feeding, changing, putting to bed and entertaining these babies while their mothers were studying.

❖ Skills Gained

- Outward looking: continuously trying to reach children with no education and no family stability.
- Time management and multitasking: organising children's schedule and being helpful in every task I was assigned.

Celcia Institution (Lisbon, Portugal)

2012

❖ Roles and Responsibilities

- Organised an "African Week" at school with two other peers, managing to invite some well-known African artists to deliver conferences and raising funds for a NGO (Celcia Institution).

❖ Skills Gained

- Leadership and organization: Planning the week's schedule and contacting several agencies, artists, sponsors.

POSITIONS OF RESPONSABILITY

Event Organiser of the Students' Union (Lisbon, Portugal)

2014 – 2015

- Planned and organised six events over the year such as Halloween parties for children, Christmas parties and the final year trip.

Member of CISV (Children International Summer Village) (Lisbon, Portugal)

2008 – 2012

- Member for several years of an international association, CISV which activities are built around the belief that peace is possible through intercultural understanding.
- Participated in summer camps held in Canada and in Portugal.

LANGUAGES

- **Portuguese** (Native), **Spanish** (Native), **French** (Fluent), **English** (Fluent).
- Being the daughter of a Portuguese mother and a Spanish father, this added to my French education, has allowed me to have broader worldwide views and perspectives

ADDITIONAL SKILLS AND INTERESTS

- Member of the **Cascais Sailing Team**: Sailing became a competitive sport at the aged of 9, undergoing 14 hours of trainings on weekends. In 2013 and 2014, I represented Portugal in the **420 World Championships**, competing in Spain and Germany.
- **IT Skills**: Proficient in Microsoft Word, Excel and PowerPoint. Regular use of Social Media Platforms.

HOBBIES

- Sailing and travelling: Having the boat licence as a coastal skipper, I plan to visit multiple Mediterranean cities.
- Music: Enjoy summer music festivals of alternative rock and outdoor activities such as camping.

REFERENCES AVAILABLE UPON REQUEST
