

# SARAH POLLARD

• marketing student •

## A B O U T M E

I am 21 years old and a third year Marketing University student, with 3 marketing certificates already behind me. I have a passion for strategic marketing and I pride myself for also having the ability to tap into my creative side. To briefly describe my personal brand I am a courteous, quick learning and hard working woman who will give nothing less of 100% when completing a set task.

I am currently seeking a fulfilling Marketing role or internship, to put my learned skills and theory into practice.

## E D U C A T I O N

- 2012 - 2017 · VCE Mentone Girls Secondary College
- 2018 - current · RMIT University Melbourne
- Currently completing my third and final year of the Bachelor of Business Marketing

## A C H I E V E M E N T S

- Certificate IV Marketing & communications
- Diploma of Marketing & Communications
- Advanced Diploma of Marketing & Communications

## W O R K E X P E R I E N C E

### Priceline Pharmacy Southland 2014 - Current

#### Pharmacy Assistant

- Superb customer service skills
- Handling money and banking
- Stock replenishing and ordering
- Monitoring inventory
- Resolving customer inquiries
- Experienced with putting through electronic sales
- Experienced with POS software
- Distributing marketing promotional material
- Experienced around in store merchandising tactics

### Casey Property Services 2019 - 2020

#### Marketing Assistant

- Implemented a digital strategy for start up company
- Created and monitored social media content
- Website development
- Blog writing
- Designed and created business cards
- Built and maintained reputable social platforms

# SARAH POLLARD

• marketing student •

## MARKETING SKILLS

- Thorough understanding of the process of developing and driving a communications strategy and integrated marketing campaigns
- Experienced in monitoring social media campaigns using Hootsuite
- Experienced in the development of a marketing strategy
- Have the ability to create engaging and relevant content for all social media platforms
- Thorough understanding of measuring the success of digital campaigns with the use of Google, Facebook, Instagram analytics
- Implementation of a successful digital strategy for start up company Casey Property Services
- Website design and creation for Casey Property Services using Wix Software
- Familiar with the email marketing platform Mailchimp, previous experience making mock EDM's
- Experienced in preparing a marketing strategy and presenting a mock pitch to real life clients such as Country Road and 'Lets Go' Motorhomes
- Experienced in the software Asteroid to gather consumer insights and creating consumer based strategies
- Competent in Microsoft office suit (Word, Outlook, Powerpoint and Excel)
- Ability to use Adobe Illustrator and Adobe Photoshop at an intermediate level
- Experienced in using Canva (resumè is made using Canva)
- Experienced in using Wix and Wordpress web design software

## SKILLS

