

# Hazel Murphy

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## CAREER PROFILE

- An enthusiastic business finalist committed to a career in marketing.
  - An excellent communicator with business experience in market research and sales.
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## EDUCATION & QUALIFICATIONS

Sept 2012 – June 2016                      **BBus (Hons) Marketing. (Expected degree 2:1)**  
Cork Institute Technology

### Core Modules

Accounting	Marketing
Economics	IT
Human Resource Management	Public Relations

In second year chose to specialise in marketing

**Final Year Project** *“Service Quality of a Visitor Attraction – using Discovery Point as a case study”.*

- What exactly did you do?
- How exactly did you do it?
- What was the outcome?

Sept 2006 – June 2012                      **Leaving Cert (420 points)**                      St Marys, Cork  
**Business A2**

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## EMPLOYMENT/PLACEMENT

**June 2014 – Feb 2015                      Front of House Assistant, Discovery Point, Cork**

- Selling tourist products. Promoted to supervisor after 6 months and was responsible for 3 other staff. Learned to work under pressure through dealing with large parties of tourists.

**July 2012 – May 2014                      Retail Assistant, Eason's, Cork**

- Customer facing duties. Awarded bonus for exceeding sales targets by 25%.
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## KEY PERSONAL SKILLS

### Business Effectiveness

- As a supervisor at Discovery Point I suggested a new layout for the shop which would enable a faster turnover of customers. This substantially cut the queuing time.
- Presented my final year project results to Senior Management at Discovery Point and had 3 recommendations adopted.

### Communication

- Organised an exchange for Ukrainian students to work in Discovery Point. Persuaded management of business benefits.

- Selected as Class Rep in 4<sup>th</sup> year. Delivered a 10-minute presentation to 40 academic staff on student concerns about new developments in the Business School.

#### **Team Work**

- At Eason's contributed to team targets. Worked as a positive member of the sales team.

#### **Problem Solving**

- Have good numeracy skills. Further developed these through the study of statistics and economics in college.
- Final year project enabled me to focus on these skills. It was an ambitious piece of work involving interviews with the public and questionnaires. The resulting data had to be compiled into a report which was meaningful to the organisation being examined.

#### **IT**

- Word Processing (Word); Spreadsheets (Excel); Databases (Access, Works); Presentation software (PowerPoint); Internet software (HTML, Dreamweaver, Flash).
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### **INTERESTS & ACHIEVEMENTS**

- Keen member of University Karate Club. Organised social events including an inter-university competition for over 30 competitors.
  - Enjoy healthy outdoor pursuits. Currently learning rock climbing with a local club.
  - Love travelling. Have visited several European countries. Hope to spend 2 months in Canada after graduating.
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### **REFERENCES**

Available on request

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