

# Nia Connor

19 Lawnside Drive  
Leichhardt NSW 2041

Home: (02) 9999 9999

Mobile: 0414 981 062

Email: niaconner@optusnet.com.au

## MARKETING / BUSINESS IT GRADUATE

*recognised for*

*INITIATIVE...LEADERSHIP QUALITIES...COMMUNICATION...NEW BUSINESS CONCEPTS & IDEAS*

**E**nergetic Graduate distinguished from peers by real-life marketing, management and business IT experience. An ideas person and strong communicator who can influence, inspire and encourage others. Professional positions reveal a flair for creating new ideas, identifying new markets, and consistently rising to challenges. A conscientious worker with high work ethics and a strong desire to contribute to organisational goals.

### ----- SELECTED ACHIEVEMENTS -----

- ☑ Awarded **Best Project Work by the Ministry of Business** out of 2000 teams. Only team to present a conference for college professors and lecturers on 'How to Enhance Presentations'.
- ☑ **Selected as Ambassador of Burgman College**, successfully promoting the school and its programs to prospective students, parents and alumni at a variety of events.
- ☑ **Assisted IBM Software Solutions penetrate a new market** by executing market research on Asian financial institutions and presenting findings to top management and sales executives.
- ☑ **Developed a sales kit for Bankers Trust Financial Advisory Services** which assisted Financial Advisors in creating a broader awareness for the range of financial product services offered.

### ----- EDUCATION & QUALIFICATIONS -----

**Bachelor of Business (Dual Major: Marketing & Business IT) – GPA 4.19/5**

BURGMAN COLLEGE – Sydney, Australia (*June 2008 graduation with 2<sup>nd</sup> Class Upper Honours*)

**SAP BP ERP Certification (current)**

### ----- ACADEMIC SHOWCASE -----

*Examples of academic projects, challenges, leadership roles and team work that support career goals.*

#### **Group Project: Advertising Campaign Analysis (Adidas)**

#### **Contribution: Research, Analysis, Interpretation, Class Presentation**

Evaluated the Sony FIFA World Cup advertising campaign in Singapore by conducting research and gathering information on a selection of advertising and promotional campaigns relevant to Sony and main competitor - Philips. Main challenges were time constraints and gathering information unique to Singapore, however, overcame this by setting realistic goals for work completion and leveraging contacts to gain an interview with Sony Marketing Director. **Mark Received: A+, with group placed at top of class (total of 50 groups).**

■ ■ ■

**Member, Elite Student Leader's Think Tank Group:** One of 25 student leaders selected from a total of 2000 students to work collaboratively with faculty members in identifying and introducing new initiatives.

- Proposed the introduction of a new solution which improved students positioning for job search success and increased their drive and motivation, leading to its implementation.
- Worked collaboratively with the Student Leader's Think Tank Team in incorporating this new initiative as a project in the first year Communication module.

■ ■ ■

**Vice President, Burgman Computer Society – Student Chapter:** Managed budget and delivered clear direction to a team of 15. Received high praise from Vice Dean of Burgman College for contributions.

- Proposed a networking night for students with top employers by utilising contacts within the Burgman Computer Society. Proposal was well regarded and will be executed by the next committee.
- Delivered free Adobe workshops to 2000+ students by leveraging team contacts to secure sponsorship.
- Increased awareness of Business IT Specialization for first year students by engaging Microsoft, external presenters, and university staff to speak (at no cost) at workshops on Vista, Excel, Adobe and Flash.

## RELEVANT BUSINESS EXPERIENCE

IBM SOFTWARE SOLUTIONS – Sydney

Dec 2007 to Present

### Intern

Assisted the organisation to penetrate a new market following extensive market research and presentation to senior management on recommendations, leading to more responsibility and being offered a more permanent position.

*“Nia is an extremely bright person who is able to comprehend what I mean before me telling her” - Robert Smith - Associate Vice President, IBM Software Solutions*

#### Key Contributions:

- **Identified new market** opportunities by executing market research on Asian financial institutions and presenting findings to senior management, sales teams and Head of Global Sales via a PowerPoint presentation. Provided a good political, economic and FI sector analysis that led to implementation.
  - Surveyed banks with a response rate of 32% to obtain value-added information.
  - Provided a list of attractive prospective clients and new market opportunities in Asia.
- **Engaged in discussions with top management on company strategy** and recommended improvements, leading to HR implementing suggestions. Prepared and presented presentation to senior management.

■ ■ ■

A.P. GRUPPEN & ASSOCIATES PTY LTD – North Sydney

Aug 2006 to Present

### Industrial Project / System Analyst

Currently undertaking an Applied Research Project (ARP) in collaboration with team members to improve A.P. Gruppen’s work processes and place them at a strategic advantage over competing offshore consultancy firms.

#### Key Contributions:

- **Working collaboratively with team** to develop an automated job matching system to facilitate the selection of personnel to projects. The project is due for completion within the next month, with A.P. Gruppen leaning towards implementation of improved solutions.

■ ■ ■

BANKERS TRUST – Sydney

May 2007 to Jul 2007

### Intern - Financial Advisory Transaction Services/Merger & Acquisition

Appointed in recognition of Marketing background, leading to assisting Director in conducting market research on prospective clients and stepping outside of role to become a key member in market research for IE Asia.

#### Key Contributions:

- **Key member in a market research for IE Asia worth \$60K.** Took a leadership role by advising and guiding research team in conducting market research and proposing new approaches to increase the accuracy of results. Planned market research phases, edited questionnaire, and gathered secondary data.
- **Utilised high-quality analysis to assist in the due diligence process** for high profile projects valued between \$80K and \$120K. Analysed financial data and contractual agreements of companies; and prepared and edited project reports.
- **Improved productivity and efficiency** through the development and implementation of a database to simplify the due diligence report process. The database easily links employee and project information required for reports and has reduced man hours from hours to minutes.

## ADDITIONAL INFORMATION

#### Technology:

MS Suite: Word, Excel, PowerPoint, Access, Outlook; Internet, Email

#### Languages:

Fluent in English & Mandarin (verbal & written) – Fluent in Spanish (verbal)

### REFERENCES AVAILABLE UPON REQUEST

**THIS WAS A RELATIVELY STRAIGHT FORWARD PROJECT IN THAT THE STUDENT HAD MAJOR ACHIEVEMENTS THROUGH BOTH HER ACADEMIC CAREER AND INTERN EXPERIENCE. IT WAS JUST A MATTER OF HIGHLIGHTING THESE FOR A MAJOR IT COMPANY.**

**HER FOCUS WAS MARKETING AND BUSINESS IT FOR A MAJOR COMPANY, HOWEVER THE COMPANY WAS LOOKING MORE AT PERSONAL TRAITS SUCH AS EXCELLENT ACADEMIC RESULTS/ACHIEVEMENTS, TOPS SCORES IN ACADEMIC PROJECTS, INITIATIVE, LEADERSHIP, COGNITIVE THOUGHT, COMMUNICATION, TEAM PLAYER, ANALYTICAL SKILLS, ETC.**

**SO, DEVELOPED A SELECTED ACHIEVEMENTS SECTION WHICH HIGHLIGHTED SOME ACHIEVEMENTS RELATED TO THESE AND ONE FROM A LEADING FINANCIAL ORGANISATION AND A LEADING IT ORGANISATION TO DEMONSTRATED HER MARKETING AND ANALYTICAL SKILLS WITHIN TWO DIFFERENT FIELDS.**

**I THEN FOLLOWED THIS WITH AN ACADEMIC HIGHLIGHTS SECTION TO DEMONSTRATE HER LEADERSHIP POSITIONS AND CONTRIBUTIONS AND ALSO ONE PROJECT TO DEMONSTRATE HER ACADEMIC EXCELLENCE.**

**THIS WAS THEN FOLLOWED THIS WITH A RELEVANT BUSINESS EXPERIENCE TO DEMONSTRATE HER ABILITY TO WORK WITHIN THE REAL WORLD AND CONTRIBUTE POSITIVELY.**