

# Jenny Wilson

Marketing and Communications Strategy

email: jenz@yahoo.com.au

7 Park Street ∞ Edwardsville ∞ IL 62025  
Telephone: 618-210-0442

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**G**raduate of Marketing, specializing in international marketing, with a genuine talent for being able to analyze, interpret and manipulate statistical data for marketing and communication strategies. Exposure and experience gained within two global business icons, demonstrating an ability to quickly adapt to differing marketing environments, providing thought input and pro-active solutions within performance driven roles.

- Quantative and qualitative marketing analysis
- Building statistical and financial models
- National and International cultural understanding
- Understanding marketing strategies
- Market research and analysis
- Financial reports and interpretations
- Product launches and branding methodologies
- Corporate branding and communications
- Tactical thinking
- PR communications and materials

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## ACADEMIC & PROFESSIONAL DEVELOPMENT

- **Bachelor of Marketing and Communications** - majored in International Marketing  
Graduated with Honors  
University of New England, graduated 2008
- **Courses and Development:**  
Ford – Marketing & Communications Graduate Development Programme  
Ford – Marketing strategies (4 day course)  
Yahoo! – Understanding e-commerce marketing solutions
- **Languages:**  
Fluent in English and Japanese with conversational proficiency in German

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## EXTRA-CURRICULAR & INTERNSHIP EXPERIENCE

**Ford Motor Parts, Illinois**

**June 2007 to December 2007**

### **MARKETING & PRODUCT ANALYST (Graduate internship)**

Foton Motor Parts Illinois is a subsidiary of Ford Motor Company and a major manufacturer and distributor of Ford Parts to repair centres across the US with international interests.

#### **Background / situation:**

- Ford Motor Parts were experiencing a period of significant growth with new product lines being launched and were considering developing their international coverage, especially for the Asian markets

#### **Tasks performed:**

- Supported the Marketing Strategic Planning Manager to design, develop and execute both internal and external marketing research programmes in support of the company's strategic marketing plan and vision
- Duties included conducting a detailed needs analysis with customers, reviewing the brand image, brainstorming ideas with planners, analyzing international trade lines and completion of product statistics
- Met with key customers to develop a deeper understanding of just how the company was perceived in the market

#### **Outcome:**

- Won the prestigious "Graduate of the Month" award with Sir John Thomas (Ford Motor Company Chairman), personally recognizing individual and team contributions

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## EXTRA-CURRICULAR & INTERNSHIP EXPERIENCE

University of New England

August 2006 & May 2007

### STUDENT REPRESENTATIVE – Careers Expo

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The University of New England “Careers Expo” is attended by over 122 businesses and includes the likes of NewsCorp, Pricewaterhouse Coopers, Microsoft, BP, Fox and many other regional and international brand icons.

- Co-ordinated event programs between the University and the Expo Sponsors / attendees
- Provided assistance to employers setting up stands and promotional materials
- Quickly resolved any issues that arose before and during the exhibition

University of New England

April 2007

### YAHOO! – Case Study

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The Yahoo! Project is a unique business game / competition with ‘real work’ scenarios using selected University students and Yahoo! Employees.

#### Situation:

- To analyse the virtual release of a search engine tool specifically tailored towards the financial markets and would allow subscribers to quickly access and search key financial data from over 1,500+ news and financial databases

#### Background / situation:

- Conducted a detailed analysis on competing products in the market, preparing a go-to-market business plan with forecasted projections on product take up and potential objections with the market

#### Outcome:

- Presented the findings to a group of 100, an extremely nerve racking but extremely rewarding experience

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## REFERENCES

*“Jenny has demonstrated an extremely high level of commercial market awareness, something that we would not normally expect from someone of this level. It has been a great pleasure having Jenny on our team and I would happily recommend Jenny for employment”.*

**Mrs T Referee – Marketing Manager, Ford**

*“Jenny has been a fantastic asset to students, always willing to help others and provide sensible input into topical subjects. We have found Jenny’s ability to undertake complex research assignments quite simply – exceptional”*

**Prof. T Referee –Lecturer, University of NSW**

# TORI Notes

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## RESUME SPECIFICATIONS:

- Language: Australian
- Intended markets: Graduate
- Salary level: AUD\$40-45,000

## BACKGROUND:

This client came to me with a resume that simply did not work; a one-page generic resumes with qualifications and 5 bullet points for working experience (which also covered career achievements). No agencies were calling the client and she was lucky to receive even a rejection letter.

## STRATEGY:

- Conduct a detailed interview with the client, explaining the information that I am seeking and exactly why this information is needed.
- Make notes during the interview but also ask the client to go away and build more detailed notes based on our discussion. By using this style, we could ensure all “selling points” are covered; and
- Structure the resume with a “passive job seeker” mentality – i.e. let’s make the resume a real hot-spot for recruiters and companies.

## RESULTS:

This client just couldn’t have been happier. Her phone started calling after the first 4 job applications, although I did need to remind her to choose her career path carefully, not just go to interview for the sake of it. This tactic (“passive hunting”) with her resume generated incredible results.

Off the market within just 2 weeks and awarded a graduate development programme within a well known global groups, at a salary of \$50,000 with study (much higher than her expectations.)

**Please note that all names, referees and companies have been changed and are fictitious to suit competition requirements and client privacy.**