

**Ashleigh Higney**  
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## **Profile**

Creative and proactive graduate with experience in marketing, education and sales. Experienced in working with relevant goals in mind and as part of a team. Impressive organisation skills and a great attention to detail. Interested in using my skills and experience to contribute to a prospective company. As proof of my tenacity, I received two departmental prizes for achieving the highest grade in the cohort, alongside my first-class honours degree.

## **Education**

**University of Liverpool**                      September 2021 – May 2024

- BA (Hons) in English and Philosophy – 1<sup>st</sup> Class

**Rochdale Sixth Form College**      September 2018 – June 2020

- 3 A-Levels – Media, English Literature, and Religious Studies at Grade A

## **Work Experience**

**Marketing and Research Assistant (Volunteering)** *UK Unplugged, Liverpool*

*August 2023 – April 2024*

- Conducted high quality research on competing companies to keep products and marketing innovative.
- Collaborated with internal and external bodies to produce high quality marketing materials.
- Led a marketing team to launch a new subscription service, where I led the creation and distribution of marketing materials.
- Attended marketing workshops led by field experts to deepen my understanding of the field of work.

**GSCE Examiner AQA Education, Remote**

*May-2023 – August 2023*

- Reached weekly quotas for the number of papers I was required to mark.
- Graded papers in accordance with company guidelines.
- Used my initiative when faced with a paper which was between grade boundaries.
- Worked in partnership with my managers to refine my marking technique.

**Student Ambassador (part-time)** *University of Liverpool, Liverpool*

*April 2023 – Present*

- Organised large group of prospective students and parents to different university buildings.
- Advertised positive, relevant information about the course and university.
- Prepared meeting rooms with leaflets and other relevant materials.
- Provided feedback to the university from the visitors.

**Cinema Host (part-time)** *Odeon, Rochdale*

*June 2022 – August 2022*

- Worked in a team to ensure each customer request was professionally and sensitively handled.
- Handled customer reviews and reported them back to management.
- Multi-tasked in a fast-paced environment to ensure that customers could purchase film tickets, and that each screen room was cleaned to an impeccable standard.

**Crew Member (part-time)** *McDonalds, Rochdale*

*September 2018- June 2020*

- Greeted customers and handled payments via a POS system resulting in the fastest drive thru in the North.

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- Professionally handled customer queries, escalating some to management when necessary.
- Worked in a team to produce high quality products.

**Tutor** *self-employed*

September 2016- June 2021

- Helped primary school aged children develop reading skills, phonics and basic maths.
- Aided them with their homework and clarified any concepts that they were not confident with.
- Led small groups and individual students in their learning.

**Other Relevant Experience**

**Book Society President**

September 2023 – July 2024

During my final year at university, I led the university's book society. This role involved:

- Creating engaging and fun activities for society members and students.
- Leading promotional events to entice potential members to our society.
- Enhancing the society's relationship with the student union to acquire more funding.
- Uploading promotional material to social media to advertise the society activities.

**Beacon Project**

July 2022 – August 2022

In this project I offered feedback to academics regarding the use of various digital tools. During this role I was required to:

- Quickly adapt to and navigate unfamiliar digital landscape to assess its accessibility.
- Consider which aspects of digital software are beneficial in a learning environment.
- Collaborate with other students to offer academics evaluative feedback on digital platforms.

**National Citizenship Service**

July 2018 – August 2018

The National Citizenship Service was a month-long endeavour which required physically intense activities, community volunteering opportunities, and a weeklong seminar developing skills vital to the world of work. In this I:

- Led 30 teenagers in successfully completing a pitch to gain our chosen charity more funding.
- Undertook a social action project where I volunteered for a disabled walk-in centre where we helped service users settle into their newly refurbished building.
- Delivered recruitment events to entice people to volunteer for our chosen charity.

**References** are available on request.