A Good example of a Personal Statement

Look at the following example of a good personal statement whilst referring to the accompanying table of essential and desirable criteria for the role, which you can find below the personal statement.

6. FURTHER INFORMATION – Describe the relevant experience and knowledge you have which meet the person specification for this position together with your reasons for applying. For Management and Professional posts, you may include a CV or list of publications to support your application.

I am a full time final year student studying Business and Management

I have had experience working as a marketing assistant and have been involved in conducting competitor and SWOT analyses, procurement, market research and have also attended a networking event. Furthermore, I have studied marketing focused modules as part of my course so have an understanding of the marketing process.

Moreover, market research is something that I have had experience with in University and in employment. I am proficient with using databases such as Mintel, EBSCO amongst others along with effective use of the World Wide Web in gathering information about products and services in the market and on customers; the research typically being presented in clear, concise and well structured reports, fully referenced.

In my previous role at Dream Pictures and In2Security Networks (where I worked across both companies under the same director, unpaid), I had to deal with two broad types of customers. At Dream Pictures, interaction tilted more towards informal relationships whereas with In2Security Networks, clients needed to be treated with much more professionalism. Furthermore, at Lebara Mobile, I had to deal with customers on a daily basis and gauge how to interact with each i.e. some preferring formal interactions whereas others who were more relaxed and preferred informal interactions. Moreover, at Dream Pictures I had to keep in regular contact with our business partner at Smokescreen Visuals with regards to video projects. Therefore my experience in dealing with both customers and business partners in person, over the phone and in written communication would be useful.

I have also assisted the business placement unit voluntarily on an open day event and was asked to share my thoughts on my placement experience and promote the placement scheme in essence. This experience would allow me to adapt quicker to event support and my marketing background would assist me in identifying relevant market and customer data at events to be recorded into the CRM database.

I want to pursue a career in marketing and have seriously considered the Chartered Institute of Marketing post graduate courses available at DMU which will aid my career. However, my main objective currently is to supplement my current marketing experience which is what this placement will provide; market research, networking and CRM related tasks in particular. This is because market and customer research lays the foundation for marketing activities so it is essential that I hone these skills. Furthermore, networking skills would facilitate relationship building with important people that could aid my career. Finally, I am studying a CRM focused module which would make me appreciate the importance of the Agresso Customer Relationship Management database along with providing me with practical experience with it.

I hope you see that I have the ambition and drive to do well in marketing along with a passion to seize any learning opportunities presented to me; qualities which I feel are important in determining your frontrunner.

Required Experience/Knowledge/Skills for the placement

Candidates for the placement will need to be able to reference the following experience/knowledge/skills as part of their application:

Area	**Essential**	**Desirable**
Understanding of the sales and marketing process.	Y	
Experience of a sales and marketing role.		Y
Sector knowledge relating to computing, media or engineering.		Y
Skills in searching for and collating information from diverse sources, e.g. business directories, WWW, company literature etc.	Y	
Skills in presenting information clearly and concisely in well-structured reports.	Y	
High motivation and interest in promoting a diverse range of services and expertise.	Y	
Good written communication skills and confident telephone manner.	Y	