

Bethany Gough

Public Relations and Communications Management

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@BethanyGoughPR

Profile Statement

I am a driven and very competent 3rd year Public Relations and Communication Management university student, who is keen to learn and start a long successful career within the communications industry. I work well from my own initiative but equally thrive in a team environment. To further my PR and Communications knowledge outside of my studies I have set up a blog where I write about current affairs issues and throughout my final year, I have entered the #CreatorAwards22, featuring multiple times in the weekly shortlist of blog writers.

Skills

- Customer service
- Excellent communication skills
- Time management
- Organisational skills
- Business Aware
- Proficient in Microsoft Office, Word, Excel and PowerPoint
- Knowledge of Adobe Photoshop, InDesign and Illustrator

Education

Public Relations and Communications Management, Solent University; September 2019-Present

I am currently in my third year of university studying Public Relations and Communications Management at Solent University, a CIPR accredited degree. I am on track to receive a First-Class honors degree in July. This course has so far allowed me to not only learn academically about the PR world, focusing on communications and marketing, but also work creatively and gain experience working with external live clients. Notable modules include:

- PR Strategy and Campaign Management
- Project Management
- International Marketing
- Ethics, Issues and Crisis Management
- PR and Communications in a Digital World
- Communication in Organisation
- Project Management

Riddlesdown Collegiate; 2012-2019

A level

- English Literature: B
- Media Studies: A
- PE: B

GCSE

- 3 7s, 1 A*, 6 As, 1B

Industry Relevant Experience

Active Me 360, January 2022-Present

As part of one of my final year modules I am working within a team to run a PR Campaign to raise the profile of Active Me 360, with the overarching goal to encourage more girls aged 4-12 to take part in football. This module includes me designing social media posts and coordinating communications to schools in the Hampshire area, and Hampshire FA, to deliver a fully integrated campaign which gives back to the community.

Skills gained:

- Professional communications
- Teamwork
- Problem solving

CIPR Wessex, October 2021-Present

In October 2021 I secured a role as the Student Rep on the CIPR Wessex Committee. This role entails me working closely with the board to organize events and various other CIPR initiatives promote these across social media channels. I consider the needs of students and young PRs starting their careers to ensure we are being supported.

Skills Gained:

- Professionalism
- Independent Thinking

Spring Forward to the Future, November 2021-February 2022

In November 2021 a course mate and myself were asked to organise a university wide event called Spring Forward to the Future. The event itself consisted of a one hour panel session from 6 industry professionals who are Solent alumni, followed by a two-hour networking session. The organisation of the event consisted of communicating at director level to create and run a communications campaign throughout the University to drive student engagement. As a result of our social media campaign, over 150 students attended the event which resulted in the event gaining publicity across LinkedIn from students and industry professionals.

Skills Gained:

- Professional communications
- Teamwork
- Problem solving
- Organisation

Careers Springboard, April 2021-Present

In April 2021 I begun a voluntary role at Careers Springboard, a registered charity helping professional individuals get back into employment. In this role I am undertaking PR and Marketing work including create digital content as well as schedule and manage Careers Springboard's Twitter, Facebook, and LinkedIn profiles, as well as assisting with a re-design of the charities website to offer a better service to current and future members. This role has allowed me to develop my skills by applying knowledge learnt at university into real world situations.

Skills Gained:

- Problem-solving skills
- Independent Thinking
- Adaptability

Dermalex, March 2021

As part of my studies in year 2 we were given the opportunity to work to fulfil a brief for the skin care company Dermalex, promoting a new product due to be released. Alongside my group we co-

ordinated a digitally congruent campaign utilising influencers and Earned media to promote and sell the product. For the assessment we had to pitch this campaign to senior lectures at Solent University. I was awarded 'Best PR Student' for my role in this pitch, with my group also being the one whose pitch was judges most likely to succeed.

Skills gained:

- Critical thinking
- Pitching skills
- Teamwork
- Time Management

Employment History

Sodexo, Covid-19 Test Operative, June 2020-Present

In June 2020 I gained employment through Sodexo working as a test operative at a Covid-19 testing site. The employment continues through my pandemic disrupted second year of university and remains in place during the vacations within my final year of studies. During my time at the site, I have been trusted with taking on higher responsibilities such as overseeing workforce testing and admin duties. This job has taught me a lot in terms of customer service, people management skills and events management.

Skills gained:

- Customer service skills
- Events Management
- Teamwork
- Ability to cope under pressure

References:

Lynsey Watt – Solent University

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Deborah Denyer – Careers Springboard

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