

MATURE STUDENTS – CAREER CHANGE CV

Simiantra Desange

1 Address in Reading

+44 (0)7890 123 456 • simi.desange@gmail.com • [LinkedIn/simidesange](https://www.linkedin.com/in/simidesange)

Profile

Psychology Masters' student with excellent interpersonal and communication skills, demonstrated whilst improving the emotional wellbeing of adults with mental health and neurological conditions. Developed data analysis skills through research projects, confident with statistical analysis and SPSS. Following a professional marketing career, aiming to move into Health Psychology and gain relevant experience.

Education

MSc Psychology Conversion (on track for Distinction) University of Reading 2020 – 2021

- Relevant modules: Neuroscience (68), Social Psychology (68), Statistical Research & Methods (68)
- Research project and 10,000-word dissertation - Face Emotion-Recognition (EDR), using eye-tracking equipment and SPSS analysis to measure if emotions are differentially identified in degraded images.

CIM Postgraduate Marketing Diploma	Plymouth College	2003 – 2004
BA (Hons) History (2:1)	Southampton University	1994 – 1998

Relevant Skills

Research:

- Adept at handling, interpreting and analysing large amounts of data - frequently use **SPSS** and advanced features of Microsoft Excel to produce spreadsheets for research purposes.
- Experienced at research design including mixed method. Have designed and gathered data via online surveys and one-to-one qualitative interviews.

Verbal communication:

- Strong ability to adapt communication style to client's needs - whilst working with a lady with dementia adapted pace, avoided direct questions and used humour. As a result, was able to build a strong rapport and family have reported an improvement in her wellbeing.
- Delivered effective presentations as part of pitches to secure marketing campaigns.

Interpersonal:

- Built a successful helping relationship with young mum who had depression, despite her having struggled to trust previous volunteers. By offering a non-judgemental approach, empathising and building the relationship slowly she became more open and willing to accept help.
- Proven ability to collaborate with different teams and personalities, bringing people together to work to a common goal - demonstrated when setting-up a successful overseas marketing strategy.

Written communication:

- Highly commended on writing style during Master studies, particularly on ability to write clear and concise reports, consistently achieving high grades.
- Developed customer-facing marketing materials to promote products, successfully adapting written language and tone to different audiences.

Relevant Experience

10/20 – present Family Support Volunteer, Home-Start

- Provided emotional and practical support to a young mum, whose depression re-emerged after son was diagnosed with autism.
- Advised her on coping strategies using positive reframing and encouraged getting involved in community activities - resulted in a marked improvement.

2/20 – present Side by Side Volunteer, Alzheimer's Society

- Delivered uplifting engagement and mental stimulation to an elderly lady with dementia, via weekly in-person and remote contact, improving her emotional wellbeing.

Other Volunteer Experience

10/16 – 7/19 Chairperson and Parent Helper for St Peters Primary School PTA (FOSRS)

- Applied learnt marketing skills to organisation of school fund-raising activities, including community-wide events, grant proposals and 3rd party sponsorship.
- Optimised profits to fund new school facilities (e.g. a multi-surface sports area) and replacement equipment (e.g. IT, art and sports materials)

Recent Career History

05/09 – 01/19 Senior Freelance Marketer – various contracts

Freelancer marketer, employed for a variety of short-term contracts supporting diverse marketing activity in small to medium-sized technology firms. **Highlights included:**

Cross-department cohesion for new product launch

- Improved communications and coordination of activities across channels
- Formulated planning and structured reviews to ensure activity deadlines were adhered to.
- Resulted in CEO extending my contract to continue working on further large-scale events.

Contribution to growth of overseas market

- Set-up marketing strategy to establish the brand overseas and build the product category.
- Implementation successfully increased revenue and market share.
- Resulted in a longer-term contract (3.5 years) continuing the growth of the markets.

Research consultant for new product positioning

- Provided market intelligence on competitive landscape and new product positioning.
- Advised on recommended marketing support materials and in-store display.
- Oversaw products & display successfully launch into retail (John Lewis)

Early Career History

10/08 – 05/09 Career break - maternity leave

02/05 – 10/08 UK Channel Marketing Manager at Pabra (Mobile)

11/03 – 11/04 Marketing Communications Manager at Global Paths

09/01 – 08/03 Marketing Communications Executive at NIC Mobile

12/00 – 08/01 Gap year travelling around Asia Pacific

07/98 – 11/00 Account Executive at Henley Creative Marketing Agency

Referees' details available on request.