

Elizabeth Adegbite

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Professional Summary

First Class Honours Business Studies graduate with a strong foundation in finance, marketing, and management. Proven analytical and problem-solving skills developed through internships and academic projects. Skilled in data analysis, strategic planning, and customer service with a passion for delivering data-driven solutions. Recognized for excellent academic achievements and strong leadership abilities in team-based projects.

Education

MSc Digital Marketing

The University of West London, London
Sept.2024-Sept.2025

BA (Hons)Business Studies, First Class Honours

The University of West London, London
28th June, 2024

- **Key Modules:** Business Finance, Marketing Strategy, Creative Problem Solving in Business, Strategic Management, Leadership and Teams.
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Academic Projects

Business Strategy Simulation

- Conducted an in-depth market analysis for a simulated business, developing a strategic plan that increased “company” profits by 15% within the simulation framework.
- Analysed competitor data to assess strengths, weaknesses, and opportunities, presenting findings in a comprehensive report.

Financial Analysis Case Study

- Collaborated with a team to conduct financial assessments of companies within [specific industry, e.g., “the retail sector”].

- Utilized financial ratios and historical data to evaluate company performance, presenting a strategic recommendation based on analysis.

Marketing Strategy Project

- Developed a marketing campaign for a hypothetical product, considering audience demographics, social media strategies, and budgeting constraints.
- Produced a final presentation and detailed report outlining campaign goals, expected outcomes, and evaluation methods.

Extracurricular Activities

- **Business Society Member** – Actively participated in organizing events, such as workshops and speaker sessions with industry professionals, which fostered networking and professional development among peers.
- **Volunteer, [Community/Non-Profit Organization]** – Dedicated [number of hours or specify activities, e.g., “supporting small business owners in digital skills training”], demonstrating commitment to community engagement and leadership.

Skills

- **Analytical Skills:** Proficient in data analysis using Excel, and Google Analytics.
- **Financial Analysis:** Skilled in budget management, financial forecasting, and investment analysis.
- **Technical Skills:** Competent in Microsoft Office Suite.
- **Communication:** Excellent written and verbal communication, proven through group projects and presentations.
- **Project Management:** Experienced in organizing and managing projects, meeting deadlines, and collaborating with teams.

Key Projects

- **Business Strategy Project:** Conducted a strategic analysis for [company/project], identifying potential growth opportunities and operational improvements.
- **Financial Analysis Research:** Analysed financial statements to assess the financial health of [specific companies/industries], identifying trends and areas for investment.

Achievements

- Graduated with First Class Honours.

- Led a team project in multiple courses
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Extracurricular Activities

- **Member, Business Society:** Organized events for students, such as guest lectures and networking sessions with industry professionals.
 - **Volunteer, [Organization Name]:** Contributed [specific hours or activities] in [relevant activity or cause, e.g., “fundraising efforts to support local entrepreneurs”].
 - **Sports Team/Clubs:** [Leadership role or notable achievement if any, such as “Captain of University Basketball Team”].
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References

Available upon request.