

# Peter David Stevens

University of Texas at Austin

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## EDUCATION

### BACHELOR OF BUSINESS ADMINISTRATION IN MARKETING

University of Texas, Austin, TX, May 2002

College and Graduate School of Business

Major: Marketing; Minor: Spanish

Cumulative GPA: 3.8

## PROFESSIONAL SKILLS

### Entrepreneurial:

- Designed, published and promoted 35-page marketing Web site.
- Established, managed, and sold lawn service consisting of 20 clients.
- Founded and maintained car detailing service responsible for 25 clients.

### Professional Sales:

- Telemarketed as an order-taker for Longhorn Tire Supply, which involved learning and implementing sales presentation and conflict-resolution skills.
- Performed cold, door-to-door sales calls to obtain clientele for a deli delivery route and landscape service company.
- Solicited Austin business professionals for donations and sponsorships of UT Crew, Club Hispanic, and George Bush Hall events.

### Communications:

- Composed business news articles as an intern and authored editorial articles as a freelance columnist for the *Texas Business Weekly*.
- Drafted professional letters for the Texas Bureau for Compliance Monitoring and a financial assistance proposal for the Austin Rotary Club in an academic internship with the Migrant Farmworkers Association.
- Performed reading, writing, and speaking activities in Spanish while participating in a language immersion program in Costa Rica, a Latin American Studies trip in Guatemala, and a business internship program in Ecuador.

### Multicultural:

- Developed integrated marketing plan for sale of services to Latin American municipalities through internship program in Ecuador.
- Participated in Spanish immersion program in San José, Costa Rica, while living with a local family and attending a language school for one month.
- Interacted with Mayan Indians to observe their cultural norms and study their language for two weeks through a Latin American Studies trip to Guatemala.

## HONORS

- Who's Who Among Students in American Universities
- National Honor Society: 4 Semesters
- Dean's List: 4 Semesters
- Honor Roll: 2 Semesters

Phil Attenborough and Nigel Lynn ACMA, Consultants  
Hewitson Walker  
[Application@hewitsonwalker.com](mailto:Application@hewitsonwalker.com)

March 10, 2006

Dear Mr Attenborough and Mr Lynn,

I have read in the Financial Times that there is a vacancy for a Project Accountant within L'OREAL's UK and European project team. The vacancy immediately drew my attention because not only is L'OREAL the world leader when it comes to cosmetics, but it is still growing, which means that there will always be place for a new and innovative project. In the vacancy L'OREAL states that they are looking for someone who is commercial, strategic and who can develop and plan activities. I believe that I am that person and therefore will be a strongly motivated asset for L'OREAL.

I would enjoy the challenge of working in L'OREAL's UK and European project team. I believe that I can be an asset because I have acquired skills in sales and marketing as well as organisational and communicational skills within my previous job experiences, which are listed on curriculum, attached. I would love to work for L'OREAL because L'OREAL can enable me to acquire more knowledge and skills.

I am a final year student at the International Business and Management School of Hanze University Groningen in the Netherlands. Here, I shall be finalising my International Business and Management Studies with a major in Marketing/International management. I am currently on the Erasmus programme in Lisbon, where I shall live for half a year. During the processes of my study, there were a lot of group projects in the field of international marketing and management in which I had to participate. This gave me great insight into how consumer behaviour can be manipulated and work in favour of a commercial market. Secondly, my planning became better, organisational skills improved and my communication skills grew. Furthermore the group projects in which I had to participate gave me great insight into how to work in a diversified team and it helped me become a team player and deal with the cultural differences that can occur while working with people from different backgrounds.

Please refer to my curriculum for further details, and of course, I shall be glad to provide you with any further information during an interview. I look forward to hearing from you at your earliest convenience.

Sincerely,

Melisa De Silva

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9642 GG Veendam  
The Netherlands  
+31 6 24 94 45 49  
[melisa@hotmail.com](mailto:melisa@hotmail.com)

Attached : CV as MS Word document