

# Joanna Jones

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## EDUCATION

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### University of Cardiff

*BA Ancient History – First Year: 2:1, Second Year: 2:1*

**Cardiff, UK**

September 2008 – Present

### Godolphin School

*A Levels – History (A), French (A,) English Literature (B)  
AS Levels – Geography (B)*

**Salisbury, UK**

September 2002 – July 2008

## EMPLOYMENT

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### AON Private Clients

*Fine Art Broking Assistant - Summer Internship*

**London, UK**

June - August 2011

- Analysed a prospective client and developed our client acquisition pitch strategy. Supported the attacking pitch and won the business, bringing £10,000 commission to AON.
- Negotiated and placed GWP £75,000 of Fine Art renewal business with underwriters across the London market. I negotiated price decreases on 80% of my renewals.
- Managed 14 client relationships for AON Private Clients and successfully cross sold specialist car insurance to 2 clients.
- Developed an extended wording for Ultra High Net Worth Fine Art clients, analysing the needs of the clients and carrying out in depth market and competitor analysis.

### Sunsail

*Senior Sailing Instructor - High Season Placement*

**Greece (2009), Turkey (2010)**

June - September 2009, June - September 2010

- Organised and led sailing programs for both experienced sailors and beginners, considering their individual needs and learning preferences. The programs were a combination of theory and practical based learning, with group sessions and one-to-one tuition.
- Achieved a 100% pass rate for all of my students on the RYA Stage 1-4 and RYA Level 1-3 courses I taught.
- Managed a team of 6 sailing instructors, liaising with the beach manager to organise my teams weekly duties and teaching courses.
- Built successful relationships with clients in Greece in 2009, which resulted in those same clients, buying further sailing courses in Turkey the year after and specifically requesting me as their instructor.

## LEADERSHIP ACTIVITIES

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### University of Cardiff Sailing Club

*Club Captain*

**Cardiff, UK**

May 2011 - Present

- Managed a committee of 8 students. I chaired monthly committee meetings, with smaller bi-weekly meetings for the budget committee and events committee.
- Managed an annual budget of £30,000, which was used to fund the sailing events, marketing activities and social events for the club.
- Grew the club numbers by 25% from 2010 to 2011, through targeted marketing campaigns and a determined student acquisition drive.
- Managed the relationships with our four corporate sponsors and attracted a fifth corporate sponsor in September 2011 bringing in another £3,000 in revenue for the club.
- Under my captaincy, the team represented our university at British Universities Sailing Association in five categories, achieving two 1<sup>st</sup> positions.

## LANGUAGES

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**English:** Mother tongue, **French:** Fluent in both spoken and written.

## ACHIEVEMENTS & INTERESTS

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- I hold a RYA Dingy Instructor qualification and Powerboat Level 2 qualification.
- I competed in the Laser class dingy racing at a junior national level, coming runner up.
- I am a keen snowboarder, tennis player and swimmer.