

Toby Vacher

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Education

- University: **BA Experimental Psychology, 2.1** *University of Oxford, 2007 to 2010*
- Awarded a 1st (75%) for a research project on Subliminal Advertising.
 - Awarded a 1st (72%) for a dissertation on Religion and Prejudice, soon to be published.
- A-Levels: **Three A grades, four A grades at AS level** *Clifton College, Bristol, 2001 to 2006*
- Chemistry, Mathematics and Psychology
 - Design and Technology AS level
- GCSEs: **Four A* grades, Seven A grades**

Previous Employment

- Community Manager, GroupSpaces.com** *Jan 2011 to present*
- Managing the company's user-facing presence online, through e-mail, social media, blogging and customer support applications.
 - Researched, set-up and trained colleagues to use new support software.
 - Content creation (blogs, help articles and videos) and basic HTML and CSS.
 - Promoted from 'User Support Champion' to 'Community Manager' after 4 months.
- Founder and CEO, Oxford Student Guide Ltd.** *Jul 2010 to present*
- Founded and managed a company providing student-focussed advertising to local businesses in Oxford through OxfordStudentGuide.com and the "Oxone" discount card.
 - Personally saw each client through the entire process from pitch to payment.
 - Conducted market research and pitched for investment and sponsorship.
 - Official sponsor of a large Oxford University College Commemoration Ball.
 - Won contracts with large chains such as Pizza Express, Café Rouge and Nandos.
 - Designed and created the website and all advertising material.
 - Generated a net profit within the first 3 months.
- Marketing Manager and Writer, UPublica.com (unpaid)** *Apr 2010 to Jul 2010*
- Involved in the early planning stages of this online publishing start-up.
 - Developed social media marketing strategies directly with the CEO.
 - Approached university societies and set up meetings with authors.
- Psychological Magician for private functions** *Jan 2005 to Jul 2007*
- Self-promotion online and through local print adverts and organising bookings.
 - Authored and sold instructional e-books and videos online.
- Retail Assistant, Nomad Travel Equipment Bristol** *Sep 2006 to Jan 2007*
- Sales, customer service, stock taking and receptionist duties.
- Work experience with the BBC and Little Gem Arts and Media** *Aug 2005 and Jun 2006*
- Experience of camera and sound operation, editing, reporting and production

Positions of Responsibility

Student Body Vice President, New College, Oxford University

Jul 2008 to Jul 2009

- o Directed a committee of 16 to plan and run Freshers' Week.
- o Worked in a team and as a leader, resolving disputes and motivating colleagues.
- o Ran and advertised events for over 650 students throughout the year.
- o Managed a budget of £30,000.

President and Founder of Zeitgeist Oxford (a discussion society)

Jul 2009 to Jun 2010

- o Negotiated sponsorship deals and secured guest speakers.
- o Gave presentations and led discussions with large audiences.
- o Created and designed the website and all promotional material.
- o Implemented a university-wide marketing campaign.

Captain of New College Ultimate (Frisbee) team

Oct 2008 to Jul 2009

- o Organised a campaign resulting in more sign-ups than the college Hockey, Football and Cricket teams combined.
- o Ran regular training sessions and arranged matches.
- o My performance and drive were recognised by the University squad, resulting in a call-up to play for the University team.

Organised New College Ski and Snowboard Trip

Apr 2010

- o Arranged transport, accommodation and events for 40 students.
- o Negotiated a lower price than previous years.
- o Organised successful events in resort such as race and training days.

Skills and Qualifications

- o Highly computer-literate. Confident with MS Office, stats packages and numerous web apps.
- o Freelance web designer. HTML/CSS programming and in-depth knowledge of online media.
- o French and Spanish. Spoken at a basic level.
- o Advanced qualifications in SCUBA diving, mountain boarding, sailing and power boating.
- o Self-motivated and diligent hard worker with ambition and drive to produce results.

Other Interests

- o Fencing for Oxford University 2nds and at national under-21 level.
- o Mountaineering, with expeditions to Ecuador, Switzerland and Russia.
- o Travel, including a 6-month round the world trip to 10 countries during my gap year.
- o Keen amateur filmmaker with over 200,000 YouTube views.
- o Drumming, Piano, Composing and DJ-ing for University Events
- o Squash, Cycling, Rock climbing and Tennis.
- o Keen interest in online trends in marketing, social media, start-ups and technology.