
ELLIOT PETROSELLINI- LANCASTER



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MY PERSONALITY

If I was to describe myself in three words, I would say ambitious, entrepreneurial & motivated.

SKILLS

My skills lie in business management, computational media, computer systems, client communications relations & networking.

SUMMARY

My name is Elliot Petrosellini-Lancaster and I am a young entrepreneur. Since I was too young to remember I had taken a keen interest in all things business. I was always reading the business section in the newspaper, following businesses, watching how they grow, their marketing techniques, their structure, etc. Over the years, I have founded and single handily run dozens of small businesses which were mostly successful as well as learning from my mistakes along the way.

I find business exciting, that is one of the reasons that I am so driven to include business in my life wherever I can. All of this business experience has helped me to understand the business world, and because of that I think that I have gained skills such as good business/people management etc.

WORK EXPERIENCE

PETROMEDIA CO

September 2014 - Present

I have been the CEO of PetroMedia Co for the past few years now whilst being a student. PetroMedia Co is a local independent media company based in Billingborough. PetroMedia Co offers services such as website design, cloud services, online trading services and mobile disco (DJ) services. You can find out more about PetroMedia Co on their website PetroMedia.co.uk. My job at PetroMedia Co requires lots of meetings with clients, hands-on work, administration work etc.

My average weekend would include emailing, phoning and visiting existing clients to check-up on their services, visiting new clients within my village and developing PetroMedia Co's online website services and presence. This was all in my free time as I am a student Monday-Friday.

CARRE'S CALENDARS

November 2017 – June 2018

I was the leader of a project called Carre's Calendars which was a small independent calendar manufacturing business. We sold Carre's Grammar School themed calendars to teachers and parents of the school. I was involved in the design, manufacturing, the marketing, the sales, the administration and the organization/management of the business as a whole.

HOBBIES

My main hobby would probably be developing my business as that is what most of my time out of school is spent doing! I also do love cycling, spending time with family & friends and reading and watching news articles.

TUCK SHOPS

2010 – Present

Since I was quite young, I have been running various tuck shops (pop-up shops) and small stalls selling items like sweets, drinks, snacks, DVDs & toys. Although these tuck shops are small endeavours, I do take them very seriously, calculating margins, sourcing stock from suppliers, calculating profits, analysing the potential markets, marketing my brand with signs and a website. My shops have mostly been successful, the last one achieved a net profit margin of 67.3%.

I feel that doing these tuck shops from such a young age has helped me to always be in a business mindset. Most importantly however, I enjoyed doing every single one of them.

EDUCATION & QUALIFICATIONS

GCSE

Carre's Grammar School

I am still in the process of completing my GCSEs, but my forecasted grades are: Computer Studies 9(A*), Business Studies 9(A*), Electronics 7(A), English 7(A), Maths 7(A), Physics & Biology 7(A).

ECDL (EUROPEAN COMPUTER DRIVING LICENCE)

Carre's Grammar School

ECDL is the qualification of the Microsoft Office suite, this includes, Word, PowerPoint, Excel, Access, Outlook, etc. I achieved a Distinction Star (equivalent to A*/9/ High 90%) in all of the four examinations. This qualification proves that I have a good knowledge and understanding of the Office suite so that I can use it effectively in the workplace.

EXPERIENCE IN VOLUNTEERING & LEADERSHIP

DUKE OF EDINBURGH AWARD

I spent 12 months in total working towards this award, 6 of those months were spent volunteering for my local Scouts group (which I spent a considerable amount of my time doing when I was younger), helping them learn key life skills and have fun, I also spent 3 months training in the gym, as well as spending 3 months working towards growing a small business. I feel that this exercise has made me appreciate the community more and helped me see different ideas.