Yasmin

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**Education**

**The University of the West of England, Bristol**

**BA Degree (Hons) International Relations & Politics – 2:1 (May 2016)**

* Major in International Security: international organised crime, money laundering, theory and practice of security, international organised crime, terrorism, health security, war and peace studies, weapons of mass destruction studies.
  + International Foreign Policy
  + Trade and Economics
  + International Development
  + Latin American Politics
  + Global Governance

**Homewood School and Sixth Form Centre (2007-2013)**

**A levels**: World Development: B, Geography: B, Literature: C, Art: C

**GCSE’s:** Literature: A, English Language: B, Mathematics: C, Geography: A, Spanish: B, Law: C, Core Science GCSE: B, Additional Science: B, Child Development: A, Art: B, Citizenship: C, I.C.T: B

**Skills**

* Able to absorb and recall large quantities of information quickly
* Able to effectively communicate to all levels of people inside and outside the business
* Highly developed customer skills
* Strong problem solving skills
* Strong team player
* ICT proficient and experienced

**Capabilities**

* Conceptual thinking
* Influence and Impact
* Achievement driven
* Analytical thinking
* Partnership building

**Work Experience**

**July 2016 – Present: Digital Marketing Executive**

I support and contribute to marketing projects taking place within the fashion, design, tourism, retail and financial management team as part of McArthurGlen. Day to day duties include management of digital channels including the centre website and social media channels, email newsletters and supporting digital PR and digital advertising activities. As well as updating the websites meeting with brands for discuss new fashion ideas and collaboration. This role is extremely varied which means I must always remain organised and aware of what is going on within the business. I have experience using CMS, CRM, social bakers, Google Analytics, SEO, Photoshop for our creative designs, and HTML for E-shot creations.

**January 2014 – July 2016: Assistant Manager**

I worked in House of Fraser for a private ‘in-house’ company, called Bedeck. I had absolute responsibility for the company twice a week, which including running the shop floor and managing staff. My main tasks included managerial duties, such as emails to head office, figure and statistic reports, problem solving and negotiation. I also had administrative tasks such as organising the monthly work rotas. It was also my duty to maximise sales using presentation skills, meet KPI standards and to engage with customers. I balanced this assistant managerial role whilst completing University studies.

**September 2013 - June 2016: Social Media/Digital Marketing Officer**

Whilst studying for my degree I took the role of Digital Marketing Officer within the University to help assist with the marketing and advertising of student based societies, such as Finance society and Journalism, that I participated within. My main duty within this role was to increase our social media engagement and increase the level of followers for Finance Society. To do so, primarily research such as questionnaires were used to investigate how we could capture interest. With the findings, I then altered our social media strategies to fit the requirements that would create a successful and poplar organisation. This project was a great learning experience.

**November 2015 – January 2016: Administrative/Personal Assistant**

This role required me to multitask in a busy environment. Tasks consist of writing and responding to emails on behalf of the managers, compiling formal and informal reports, and summarising information to then provide to the team. Report writing was a key task within this role, which gave me the opportunity to use my academic and professional skills. This role gave me the opportunity to improve my communication skills, as well as built on my organisation skills. To be successful in this role I needed to prioritise tasks and work in an efficient manner. This has helped me to optimise my efficiency.

**January 2012 – September 2013: Project Manager & Marketing Volunteer**

This position for an Animal Protection campaign gave me the chance to use my management skills, advertising, marketing and both written and verbal communication skills. I managed a team of over 20 people and helped create a campaign that attracted over 200 people to our event.

**2011 – Work Experience: Administrative Assistant**

Whilst working for Network Rail (the UK’s infrastructure operator), on the flagship infrastructure project, I learnt basic admin core skills, including letter typing, organising meetings, phone call taking, advising & the creation of graphs and skills on presentation. As my first job role, this provide me the foundations to a professional attitude in the work place.

**Extra-Curricular Activities**

**September 2015- May 2016: Finance Society**

Whilst in University, I was able to keep up to date on general economic activity internationally. We discussed both domestic & international trade deals from both the benefits to the implications of deals in a debate-like format, therefore, engaging with various opinions thus working on our reasoning & persuasion skills.

**2014- June 2015: Journalism Society**

I was part of the journalist society for the Western Eye (newspaper). My role allowed me to develop my analytical skills, academic reading skills, articulation of structured argument & general writing skills; which I continue develop.