**AISATOU SILLAH**

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**PERSONAL STATEMENT**

I am a 19 year old first year marketing student at the University of Liverpool. I have always been self-motivated in succeeding and achieving to the best of my abilities, as my parents have always portrayed this trait. I’m also an organised individual as I believe it increases efficiency, particularly during my A levels where I needed to balance a part time job along my studies. I believe I can bring a fresh perspective to the organisation, and help it grow further; as a multicultural individual in today’s society businesses are increasingly operating internationally.

**EMPLOYMENT HISTORY**

07/2016 to ***Finance Assistant, Walsall Council, Walsall***

07/2016

The role consisted of assisting the finance team within different specialised sectors. Some of the tasks included inputting and analysing data on excel which allowed me to develop my numeracy skill; note taking during meetings, analysing and ensuring external businesses’ data are accurate which developed my attention to detail’s skill. This allowed me to gain a great understanding of financial records and statistical data.

* Recognition from finance manager as I was able to identify an error in a data set
* I was able to contribute in the meetings with a different perspective
* Contributed to the decision of closing some local libraries that occurred later on

12/2018 to ***Hospitality, TCS, Wolverhampton***

Present

My role within the employment varies depending on the location and availability which allowed me to improve my flexibility and ability to change quickly skill. Some of the roles included waitress, cashier and barista. These roles involved engaging with customers and ensuring their needs are met, furthermore they are all in a fast-paced environment, therefore I needed to work well under pressure. This ensured that planning and organising was a necessary skill, as well as effective verbal communication. Team working has also been an essential skill, as it allowed all workers to work in the most efficient manner.

* Promoted to team leading role due to previous work recognition
* Praise from the manager for handling a customer’s complain efficiently
* Tips of £80 from a customer due to high quality service

07/2019 to ***Activator, THEAWS, Birmingham***

08/2019

My role consisted in undertaking educational and leisure activities for the children participating in the project. Specifically, my role involved educating the children of healthy foods and living healthy lifestyles, which has allowed me to undertake a great amount of responsibility. Furthermore, carrying out outdoor activities and games allowed me to utilise my creativity. My role also involved administrative tasks, such as daily registration and promoting the project to enquiring parents.

* Recognition from the coordinator for suggesting new creative activities
* Praise from the cluster manager for dealing well with a concerned parent
* Satisfaction from parents for delivering high quality sessions and content children

**EDUCATION & QUALIFICATIONS**

06/2017  ***Ormiston Sandwell Community Academy***

11 GCSEs A\*-C including Maths, Italian and French-A\*, Statistics- A, Art textiles- B

06/2019  ***Sandwell College***

A level- Sociology, French and Business- B

06/2023  ***University of Liverpool***

BA (Hons) Marketing with A Year In Industry- Predicted grade- 2:1

Modules: Fundamentals of Marketing, Business Statistics, Consumer behaviour, Accounting & Finance

Results- Semester 1: 65%

**SKILLS**

* **Eager to learn**- as a student, I am constantly learning and I believe knowledge is power, therefore I see the opportunity to learn and develop as highly positive and motivating
* **Commercial awareness**- in recent years, my interest in business news has grown, thus I have subscribed to several business news outlets such as marketingweek.com and the Financial Times through the university
* **Languages-** I’m a native Italian speaker and I speak French at an upper-intermediate level as in my French A level speaking exam I obtained 92%. Furthermore, I also speak fluently Mandinka as it is my parents’ native language.
* **Communication written**- I have been able to improve this skill through my organisation and management module, as I had to write an academic essay advising a director on how to improve employees’ performance. Furthermore, this essay needed to be objective and supported by relevant evidence. I have succeeded in this as I obtained a mark of 62%.
* **Digital**- I have undertaken an Adobe workshop on photo editing which enlightened me on the different features and effects that can be carried out when editing an image. Furthermore, I have been able to practice through apps such as Lightroom.

**REFERENCES**

References are available upon request.