

Adrianna Jezierska

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PROFILE

Second year Marketing student at The University of Southampton. With experience in running social media channels, I am well placed to operate in digital departments. As a student who achieved 75% in Strategic Marketing Decisions module last semester, I am looking forward to learn new roles and experiences around marketing planning and strategic decisions. I am also keen on working alongside my photographic and graphic interests.

EDUCATION

University of Southampton
BSc Marketing with placement
2018 - present

On track for 2:1

Modules include: Strategic Marketing Decisions,
Digital Marketing, Analytics for Marketing,
Services Value for Digital Managers, Marketing
Communications and Media Management

High School
XXI Hugon Kollataj in Warsaw
2015-2018

Took A-Levels equivalent in Maths (56% in basic level) and passed IELTS certificate (6.5 overall)

AWARDS

Dean's List Award
University of Southampton 2019

EXPERIENCE

Peer Leader

Southampton Business School | September 2019 - present

- Demonstrated the ability to adapt to different social environments of the students and listening to their needs.
- Gained confidence in presentation and public speaking when acting as a peer leader. This involve preparation of weekly meetings for first year students, including presentations and activities.
- Maintained enthusiasm and energy levels thorough the peer advisor role in order to feel students feel like home.

Digital Department Summer Trainee

Hill+Knowlton Strategies | June - September 2019

- Responsible for copywriting, scheduling, creating and publishing social media content (Facebook and Instagram.)
- Good level of numerical skills while supporting the digital team in creating monthly reports.
- Utilised communication skills when participating in creative meetings of the company.
- Conducted competitors research when developing new creation and content strategy for HK Poland. Analysed research to identify trends and presented information to senior management team.

Photography Assistant

By Wood | December 2018 – present

- Strengthened networking skills when assisting with company photo shoots.
- Become detail oriented through working with professional photographers.
- Gained confidence in creating innovative and high quality content.

INTERESTS

Travel

Planning and organising European and International trips with family and friends to experience new cultures. Experience includes 12 European countries, Qatar and Zanzibar. Currently planning trip around Brazil.

Yoga & dance

Achieved 3rd place in the national championship of modern dance while part of the team of a renowned dance school in Poland. Active member of yoga society at the university.

Fashion & event planning

Fashion gives many the opportunity to express themselves. While doing university coursework I have the initiative to gain knowledge of the industry. I was a president of high school prom committee.

LANGUAGES

polish - native

english - fluent

french & portuguese - basics

EXPERIENCE

Influencer Marketing Summer Internship

Hash.fm | July - September 2018

- Managing and updating influencer contact databases.
- Developed organisation skills when being responsible for send-outs and influencer launches.
- Implemented analytical skills when monitoring brands buzz and social media coverage.
- Assisted the team with social media content creation.
- Worked on IT skills while preparing Excel and PowerPoint reports.

Waitress

Charlotte Bistro | May – August 2016

- Operate POS terminal to input customers' orders, swipe credit cards and enter cash amount received.
- Assisted baristas in a fast paced, high pressure environment. Took one day barista training.
- Memorize bistro's wine stock and appropriate entrée pairings.

ADDITIONAL INFORMATION

Business Innovation Programme

- Team leader for small group of students working on wide research and engagement for national charity.
- Demonstrating team working and coordinating skills while building rapport with the client in a short time and meeting deadlines.

Photography & IT skills

- User of Adobe. I am competent with using Lightroom and Photoshop. Currently working on getting new experience with InDesign.
- Photographic interest and marketing course give me the confidence in adapting to new technologies and systems.

REFERENCES

Available upon request.