**Miss Enisha Kaur Samra**

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PERSONAL STATEMENT

I am a highly motivated individual who has a keen interest in working within the marketing industry. I have a passion for building brands as I have established and branded a society at university by creating various promotional resources such as social media pages and posters. I have a structured approach with excellent organisational skills through managing my time with assignments. I can also be a productive member of a team as well as being comfortable to work on my initiative and I am flexible to adapt to my environment.

EDUCATION

****St Mary’s Twickenham University****

(September 2017 – May 2020)

BA Media Arts & Creative Writing Predicted 2:1

**RELEVANT MODULES:**

The Publishing Industry, Journalism, Media Design, Studying The Media, Researching Audiences

**SKILLS OBTAINED**

* Ability to use Adobe Creative Suite: Created two magazines which included editorial and visual content.
* Research Skills: Completed two research assignments in Media Arts about audience response and representation of females in advertising. Also based my final study project on the impact of Social Media.
* Content Writing/Proofreading Skills: Written a variety of short stories as well as proofread other creative pieces.
* Time Management: Used my time effectively to complete my assignments and manage a society at the same time.

**AWARDS**

* Received Dean Award in 2019**:** Recognised for academic improvement, engagement and respect for the values of St Marys University through participation in degree programme.

Dormers Wells High School

(September 2015 – June 2017)

**A-levels -** *Psychology*: B *Media*: C *Photography*: B

(September 2010 – June 2015)

**GCSE’s -** 10 GCSEs, grade A-C, including Maths and English

EXPERIENCE & EMPLOYMENT HISTORY

**Bluebird Nanny Agency: Social Media & Marketing Intern**

*(May 2020 – Present)*

* Social Media Management: Published, created and analysed content for the companies Facebook page. Successfully gained a number of applicants from social media and built a following of parents looking for childcare.
* Social Media Analytics [KPI]: Looked at engagement rates, impressions and website traffic and utilised this to plan and ensure the company reached a broad audience.
* Web Design: Used Wix.com to build a website that represented the company and the services they were offering ([www.bluebirdnannyagency.co.uk](http://www.bluebirdnannyagency.co.uk))
* SEO: Learnt how to use the basics of Search Engine Online on the Wix platform to improve the companies organic reach on the Google Search Engine.Content Creation: Used Canva and Photoshop to design content that fitted into the companies brand.
* Company Branding: Came up with colour coding, brand voice and a theme that the company should use consistently across social media.

**Freelance Marketing Assistant**

 *(February 2020 - Present)*

* Design and Branding: Designed logos for multiple clients and projects and other marketing assets for a range of companies.
* Market Research: Conducted and put together presentations on target audiences.
* Ability to manage workload: Took on projects whilst completing the final year of my degree
* Multitasker: Worked with different clients at the same time.
* Self-motivated: Ability to do what needs to be done and driven successful results.

**Blogger**

*September 2015 – Present*

Set up and maintained a blog called Nishable ([www.nishableblog.wordpress.com](http://www.nishableblog.wordpress.com)) using the site wordpress.com and consistently blogged for four years.

* Creative content: Written blog posts ranging from book reviews and lifestyle posts.
* Photography: Understand what is needed to establish a good Instagram profile.
* Branding Skills: Branded and created a logo for the blog so it would be noticeable and attract attention.
* Social Media Marketing: Linked blog to Facebook, Twitter and Instagram and successfully engaged with a broad audience.
* Analytics: Utilizing my insights and analytics effectively to increase social media presence.
* Knowledge on WordPress.com: Four years of experience using WordPress and established a blogging site that now as over one hundred followers.

Simon & Schuster - Marketing & Publicity Work Experience

(6th August 2019 – 16th August 2019)

* Social Media Skills: managed social media channels such as Twitter, Instagram and Facebook to promote/schedule new and upcoming book releases and generate anticipation.
* Marketing Skills: Used Amazon to display and create sponsored products which boosted the company’s book sales.
* Research Skills: Researched audience response on books and contacted bloggers for reviews.
* Design Skills: Created a variety of showcards and flyers for author events taking place.
* Writing Skills wrote up and distributed press releases for upcoming books.
* Administration: maintaining the author event spreadsheets and mailed out books to bloggers I chose to help promote books further.
* Organisational Skills: Worked on multiple projects and was able to apply my skills to different environments.
* Events Work: Helped prepare for upcoming book events.

OTHER SKILLS, INTERESTS & PORTFOLIO

* Proficiency in all areas of Microsoft Office, including Access, Excel, Word and PowerPoint: Have used this software throughout high school and university for various assignments.
* Interest in East Asian Culture: Currently listen to and watch foreign films that are in Korean.
* Avid book lover: Spends free time reading crime, romance and young adult fiction.
* Portfolio Link: <https://samraenisha.wixsite.com/enishaportfolio>

**REFERENCES ARE AVAILABLE UPON REQUEST.**