

Yunil Angbo

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Education

University of Bath School of Management (2019-2020)

MSc Marketing

Modules: Strategic Marketing, Consumer Psychology, Marketing and Society, Marketing to Businesses and Organisations, Advertising Theory and Practice, Digital marketing.

Oxford Brookes University (2016-2019)

BA (Hons) Business and Management – Graduated with Upper Second Class

Modules: Managing the Digital Business, Explore International Business and Management, Planning a Successful Event, Business in Society, Ethics in Business, Accounting and Financial Information, Work employment and globalisation, Evaluating strategy, Applied Financial Skills, Organisation Behaviour and Management, Foundation of Marketing, Create and Deliver Retail Branding, Customer Experience Management and International Marketing.

Danum Academy, Doncaster (2014-2016)

A-levels

Business Studies – B

Sociology – B

Economics – C

Danum Academy, Doncaster (2009-2014)

GCSE

10 GCSE's between A – C, including Maths and English.

Academic Awards

- First in the Young Enterprise competition within Danum Academy for Marketing and Advertising plan.
- Led the Danum Academy Young Enterprise team to 2nd place as the Manager with a profit of £223.00.
- Consistently placed in the top 3% of students for overall performance
- Over 95% attendance throughout Secondary school
- Winner of Yorkshire Secondary School Football league
- House Prefect

Relevant experience

Education First (EF), Oxford (May 2019- August 2019)

Initially working as a Logistics Officer for four weeks, I was given the opportunity to become an Activity Leader for a total of 48 international students aged between 14-19 years old over a five week period. My experiences include:

- **Arranged effective distribution of marketing materials:** Included in my role as the Logistics officer was to delegate the circulation of EF leaflets. The leaflets were asking people to be a host family for the international students. As Oxford is a heavily student populated city, I therefore identified the areas that predominantly housed locals thus attaining a higher chance of a response from a suitable local.
- **Advertising and outreach planning:** I worked under the operations manager and made recommendations on how the branch could be marketed to the desired demographic through a more integrated social media campaign and a review based system.
- **Organised and planned events:** I worked in a group to plan three professional events a week for all the students. We received a 98% positive feedback overall whilst keeping well within the budget given. Individually, I had to plan two activities a day whilst being an activity leader.
- **Client Servicing:** As the students and parents first point to call when needing assistance, I would communicate with them daily to fulfil their needs and requirements. This included handling of monetary transactions, educational support and final feedback.

Achievements:

- **Won activity leader of the week twice** : This is an award voted by peers and management to recognise the exceptional efforts made by the winner in that week.
- **Improved sustainability**: I helped cut down on paper usage by recommending the staff use online maps and E-tickets for their activities instead of paper substitutes.

Cha-Time, Oxford (May 2017– August 2017)

I worked for a Bubble tea store where initially I was hired as a Barista however after a month, I received a promotion and was given more responsibility. My experiences include:

- **Contribute towards social media and brand presence**: Although the branch has an online presence on Instagram and Facebook, I suggested to the managers that they can raise awareness for free using methods such as using hashtags and online posting incentives.
- **Business to Business communication**: Keeping control of the stock meant having a friendly and professional communication with the suppliers whilst also having an eye for detail. This was to recognise when stocks are getting low even under heavy pressure situations.
- **Communicating with the target audience and building/developing customer relationship**: As barista's we would try to find out what customers liked about Cha-Time compared to competitors. If they returned, it was our job to remember what they liked about their previous experience. This led to also dealing with customer queries and resolving issues.
- **Improved numeracy and organisational skills**: Through handling transactions every day and having to open and close the store whilst balancing university, this helped me become more disciplined with my time management and organisation.

Achievements and Positions of Responsibility

- **Semester at QUT Australia studying Business (2018)** – For my second year of University I decided to challenge myself and study abroad. I made this decision as I also wanted to gain a perspective of business studies outside of England. Studying at QUT made me more aware of international business and how important it is for a business to respect different cultures.
- **Public relations assistant, Oxford Brookes Business Society (2017)** – As part of this team, we won several awards including Best society of the year, Best series of events and Outstanding single society event. On a more individual level, I aided in the settlement of many first year students who were struggling to cope with both the workload of University and meeting new people.
- **Managing Director of a Young Enterprise company (2016)** – In order to compete and gain a profit, my strategy for the company was to have excellent marketing. This decision was because our product was ordinary customised wineglass. With many competitors being able to undercut us due to their size I decided to create an eye catching and elaborate stall within Meadowhall, Sheffield. Selling during the Christmas period unlike other teams helped us create a unique selling point as customers would repeatedly want a festive themed wineglass. Under my creative and leadership skills, we made the most profit in the local competition finishing second overall and awarded the Best Presentation.
- **English teacher, British Gurkha Community Doncaster (2016)** – I volunteered to teach English to the retired Gurkha soldiers who had immigrated to England with little knowledge of the English language. This experience taught me the how valuable patience can be, especially if you are working with people whose first language isn't the same as mine.
- **Duke of Edinburgh Award scheme (Gold)** – I was involved in planning an expedition to the Lake district. This scheme enhanced my leadership, team-building skills and organisational skills as a high level of determination and commitment were necessary to complete the different aspects of the scheme.

Additional Skills

- MS Office (Word, PowerPoint, Excel).
- Self-taught in Photoshop.
- Regular use of the Internet, Email and various social networking sites.
- Self-taught photographer with both digital and film.
- Native in English, Fluent in Nepali and Good understanding of Hindi.

References available on request