

Skills Audit

Skill	Proficiency Rating (1-5)	Need for Improvement (Yes/No)	Improvement Plan
Adobe Premiere	4	No	Continue using it in personal projects to improve editing efficiency.
Photoshop	5	No	Already an expert, continue using it proficiently in real work.
Social Media Management	3	Yes	Learn how to manage multiple platforms and take relevant online courses.
Public Speaking Skills	2	Yes	Take speaking training and practice presenting and reporting in small groups.
Data Analysis	2	Yes	Learn Excel and Google Analytics, and take basic data analysis courses.
Project Management	3	Yes	Learn time management and project planning tools like Trello and Asana.

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Category	Content
Strengths	<p>Strong communication skills, able to express ideas and creativity clearly.</p> <p>Proficient in Photoshop and Adobe Premiere Pro, capable of efficient image processing and video editing.</p> <p>Completed multiple team projects in university, with strong teamwork experience.</p>
Weaknesses	<p>Weak data analysis skills, lacking experience with data handling.</p> <p>Time management issues, sometimes spending too much time on details.</p> <p>Lack of relevant internship experience, need to gain practical industry work experience.</p>
Opportunities	<p>Rapid growth of the media industry, especially in short video, offering many job opportunities.</p> <p>Improve data analysis and project management skills through online courses.</p> <p>With the rise of social media, more brands and companies need video content creation, providing freelance work opportunities.</p>
Threats	<p>Intense competition in the media industry, requiring constant skill and creative development.</p> <p>Rapid technological development in the industry, with AI and automation potentially replacing some traditional roles.</p> <p>Freelancers face job instability, leading to potential income volatility.</p>