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| *Name:* | *Syed Zaham Haider* |
| *Programme:* | *Computer Science* |
| Part A: Skills Audit (Year 2) | |
| **Project Support: Contributed to supporting the marketing team in finalizing branding and messaging strategies for the NHS Mental Health App, focusing on clarity, accessibility, and tone.**  **Team Collaboration: Played a supportive role in reviewing and refining marketing materials to align with the NHS branding guidelines, working closely with the marketing lead.**  **Visual and Content Feedback: Provided feedback on the design and content of the marketing materials, ensuring that the app’s features and functionality were communicated effectively to the target audience.**  **Project Pitch Support: Assisted in preparing the marketing components of the project pitch, focusing on user engagement strategies, daily check-ins, and app interactivity.** | In my current role, I have assisted the marketing team in various aspects, particularly in refining branding and messaging strategies for the NHS Mental Health App. This experience has enhanced my ability to collaborate effectively within a team, especially in ensuring clarity, accessibility, and consistency in messaging. By providing feedback on both visual design and content, I’ve contributed to aligning our materials with NHS branding guidelines. Additionally, my involvement in preparing the marketing components of the project pitch allowed me to focus on creating user engagement strategies and emphasizing the app's interactive features, supporting the overall goal of daily user check-ins and improving user retention. This has highlighted the importance of clear communication and attention to detail in successful marketing campaigns, which are key skills I seek to further develop in my future career. |
| Part B: Skills Aspirations | |
| What sort of career would you like to pursue when you graduate? | I aim to pursue a career that combines creativity and strategic thinking in digital marketing, brand management, or content creation. Ideally, I would like a role that allows me to take on diverse projects, contribute to business growth through innovative marketing strategies, and collaborate with cross-functional teams to drive engagement and brand awareness. My goal is to work in an industry where I can leverage technology to make impactful marketing decisions while constantly evolving with the trends. |
| In order to pursue this career *(or even if you have no specific career in mind)* what skills do you think you need to develop?  What sort of thing would you like to be able to impress an employer with? | *To excel in digital marketing and brand management, I need to enhance my skills in data analytics, allowing me to assess the effectiveness of marketing campaigns and make data-driven decisions. Additionally, mastering content marketing strategies and social media engagement will be essential to grow a brand’s online presence. I also need to improve my leadership and project management skills to efficiently lead teams and manage marketing initiatives. Building expertise in SEO, SEM, and using marketing tools such as Google Analytics or CRM systems will help me stay competitive in the digital marketing space.*  *I would like to impress an employer with my ability to craft and execute creative marketing campaigns that lead to tangible results, such as increased engagement, brand growth, or sales. Demonstrating my ability to effectively analyze marketing data, turn insights into actionable strategies, and align marketing initiatives with business objectives would also be key. Additionally, I'd like to show my capacity for innovation, adaptability, and excellent communication skills, both in team collaboration and client-facing roles. My goal is to prove that I can deliver value not only through creativity but also through a deep understanding of marketing metrics and trends.*  *Skills that I don’t have yet, but would like to develop, include advanced data analysis, especially using marketing tools like Google Analytics or Power BI, to better understand customer behavior and campaign performance. I would also like to develop strong public speaking skills to improve my confidence in presenting ideas to large audiences and stakeholders. Additionally, I need to gain expertise in paid advertising strategies (such as PPC and social media ads) and enhance my knowledge of search engine optimization (SEO). Finally, I’d like to learn more about customer relationship management (CRM) systems to better manage and analyze customer interactions and data.* |