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| *Name:* | *Walid Graihim* |
| *Programme:* | *Comp Sci* |
| Part A: Skills Audit (Year 2) | |
| **Marketing Strategy Development – Enhanced my understanding of marketing strategies through both university coursework and the practical experience gained from the NHS Mental Health App project, particularly focusing on user engagement and zero-budget approaches.**  **Branding & Corporate Identity – Refined my skills in creating consistent and impactful branding elements, such as logos, color palettes, and messaging, ensuring these align with project objectives and appeal to the target audience.**  **Digital & Social Media Marketing – Gained valuable experience in developing strategies for digital platforms, including content creation, audience engagement, and ensuring consistent branding across social media channels.**  **SEO & Optimized Content Writing – Applied skills in writing for digital platforms, ensuring that content is optimized for search engines and aligns with the project’s communication goals, enhancing visibility and outreach.**  **Data Analysis & Market Research – Improved my ability to analyze target audience demographics and needs, helping to shape effective marketing strategies and aligning project goals with user expectations.**  **Collaboration & Cross-Team Communication – Developed strong teamwork and communication skills by working closely with various teams, including design and development, to ensure cohesive branding across all project elements.**  **Design & Creativity – Strengthened my ability to create visually appealing and relevant marketing materials, contributing to the development of logos, branding, and other creative assets that resonate with the target audience.**  **Public Speaking & Client Presentation – Sharpened my presentation skills by actively participating in team meetings and client interactions, clearly communicating marketing ideas and strategies while ensuring alignment with project goals.**. | Marketing Strategy Development – Built upon knowledge gained from university coursework, particularly in practical applications like this NHS Mental Health App project.  Branding & Corporate Identity – Developed skills in creating cohesive branding through logo design, color schemes, and consistent messaging, ensuring alignment with project goals.  Digital & Social Media Marketing – Experience in strategizing for digital platforms, including content creation and audience engagement techniques.  Content Writing – Refined skills in writing clear, concise, and engaging content for marketing materials, presentations, and online platforms.  Collaboration & Communication – Enhanced ability to work effectively within cross-functional teams, collaborating closely with design and development to ensure brand consistency across all deliverables.  Creativity & Design – Improved my design skills by contributing to the development of logos and other branding visuals, and by assisting other teams with visual elements.  Public Speaking & Presentation Skills – Strengthened my ability to present marketing ideas clearly and confidently during meetings, ensuring that key points are communicated effectively to clients and the team. |
| Part B: Skills Aspirations | |
| What sort of career would you like to pursue when you graduate? | I aspire to build a career that is both innovative and stimulating, providing me with opportunities to make impactful decisions and work on a variety of creative projects, rather than getting stuck in monotonous tasks. |
| 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? | *Existing skills I want to further enhance*  *To excel in the fields of digital marketing and brand strategy, I aim to sharpen my skills in advanced data analysis, effective communication, and building industry connections. Strengthening my ability to create sales-focused strategies and enhancing my problem-solving techniques will help me align marketing objectives with business growth, allowing for adaptability in a rapidly changing market.*  *Additionally, I plan to expand my portfolio with real-world marketing projects, such as the NHS mental health app, to demonstrate tangible results. I also aim to further refine my capability to craft creative, data-driven marketing campaigns and strengthen my experience in collaborating with cross-functional teams to tailor marketing efforts to product development cycles.*  *Skills I currently lack but wish to develop*  *I seek to build my abilities in public speaking, industry networking, and presenting complex concepts in a simplified way for non-technical stakeholders. Gaining expertise in standardized methods for gathering requirements will also be essential for improving my overall marketing and business communication skills.* |

**Tools to help you reflect: Student Employability Profiles (SEP)**

**Please refer to the Student Employability Profiles Document (p.58 Computing)**

SEPs contain useful questions to help you think about the skills you may have developed. e.g:-

**ADAPTABILITY / FLEXIBILITY** - *Maintains effectiveness in a changing environment.*

• Reflect on a situation in which you had to adjust to changes over which you had no control. How did you handle it?

• What tends to work with one person does not necessarily work with another. Think about a time when you had to be flexible in your style of relating to others. How did you vary your communication style with a particular individual? What was the result?

**ANALYSIS** - *Relates and compares data from different sources, identifying issues, securing relevant information and identifying relationships****.***

• When you have to analyse information and make a recommendation, what kind of thought process do you go through? What is your reasoning behind your decision?

• How do you ensure you have captured the key information from written or verbal information presented to you?

• What are your considerations when presenting a solution to a work issue?