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| *Name:* | *Walid Graihim* |
| *Programme:* | *Comp Sci* |
| Part A: Skills Audit (Year 2) | |
| **Marketing Strategy Development** – Learned through university coursework and practical application in the NHS project.  **Branding & Corporate Identity** – Developed skills in logo design, color schemes, and messaging to align with project goals.  **Digital & Social Media Marketing** – Experience in creating social media strategies, content planning, and engagement tactics.  **SEO & Content Writing** – Writing for websites and blogs, ensuring content is optimized for visibility.  **Data Analysis & Market Research** – Analyzing target audiences and their needs to create effective marketing strategies. | Throughout my academic journey and practical experience in the NHS Mental Health App project, I have developed key skills in **marketing, communication, project management, and teamwork**. I refined my **branding and content creation abilities**, ensuring clear messaging for presentations and reports. Collaborating with developers and designers, I improved my **team coordination and problem-solving skills**, adapting marketing strategies based on feedback. Additionally, I strengthened my **public speaking and professional writing**, enhancing my ability to present ideas effectively. Managing multiple tasks in marketing and branding has improved my **organizational and leadership skills**, preparing me for a future career in **digital marketing and brand strategy**. |
| Part B: Skills Aspirations | |
| What sort of career would you like to pursue when you graduate? | I aim to build a career that is dynamic and engaging, allowing me the flexibility to make decisions and work on varied, creative tasks rather than repetitive routines. |
| 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 that you want to further develop.*  To succeed in **digital marketing and brand strategy**, I need to develop **advanced data analytics**, **public speaking**, and **networking skills** to enhance communication and industry connections. Improving **sales strategies** and **problem-solving abilities** will help align marketing efforts with business growth and adapt to industry challenges.  *A* ***strong portfolio*** *showcasing real-world marketing projects, including this NHS mental health app project.*  *The ability to* ***develop creative yet data-driven marketing campaigns****.*  *Experience in* ***working with cross-functional teams****, adapting marketing strategies to real-world product development.*  *Skills that you don’t have at all yet, which you’d like to develop.*  *I want to develop* ***public speaking****,* ***industry networking****,* ***standardized requirement gathering****, and* ***presenting technical concepts to non-technical audiences*** *to enhance my 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?