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| *Name:* | *SYED ZAHAM* |
| *Programme:* | *Computer Science* |
| Part A: Skills Audit | |
| **Campaign Design & Execution:**  **I’ve gained practical experience crafting targeted campaigns through projects like the NHS Mental Health App. This hands-on work helped me understand how to adapt strategies based on real-time audience feedback.**  **Visual Creation & Branding:**  **My creative work includes designing unique logos and developing fresh branding elements that enhance our project’s visual identity. This process has refined my ability to create engaging and varied designs.**  **Digital Communication & Engagement:**  **I have actively managed online content and social media initiatives, which has improved my skills in planning and executing effective digital outreach strategies.**  **SEO & Digital Copywriting:**  **Through writing for various digital platforms, I’ve learned to produce content that is not only creative but also optimized for search engines, ensuring our messages reach the right audience.**  **Technical Documentation & Requirements Analysis:**  **A unique part of my role has been documenting functional and non-functional dependencies, ensuring that technical specifications are clear and support our overall project strategy.** | Throughout my academic path and my hands-on work on the NHS Mental Health App project, I’ve built a diverse skill set that merges creative design with strategic analysis. For instance, creating original logo concepts and fresh branding elements not only strengthened our visual identity but also gave me practical experience in crafting compelling narratives. I’ve managed digital content and honed my copywriting skills to ensure messages are both engaging and optimized for search engines. Additionally, by analyzing market trends and consumer behavior, I’ve learned how to convert raw data into actionable insights for targeted campaigns. A particularly valuable aspect of my role has been documenting both functional and non-functional dependencies, which has enhanced my ability to communicate technical details clearly. Collaborating with developers, designers, and fellow marketers has further refined my teamwork and problem-solving skills, preparing me well for a future in digital marketing and brand strategy. |
| Part B: Skills Aspirations | |
| What sort of career would you like to pursue when you graduate? | I want to pursue a career that is forward-thinking, with opportunities to work in a role that combines technology and creativity. I’m especially interested in working on projects where I can lead initiatives, make strategic decisions, and explore innovative solutions. |
| 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?  Skills that you don’t have at all yet, which you’d like to develop: | To achieve this, I need to sharpen my data-driven decision-making, become proficient in advanced marketing analytics tools, and enhance my technical understanding of digital systems. Building stronger leadership and presentation skills will also help me guide teams and influence key decisions.  *I want to impress potential employers with a blend of technical and creative skills, showing my ability to deliver effective solutions that bridge both fields. Being able to present ideas clearly to both technical and non-technical audiences would demonstrate my versatility and communication strengths. I’d also like to showcase my ability to turn raw data into impactful strategies that drive growth.*  *I want to focus on building stronger public speaking abilities, learning how to effectively network within industry circles, and understanding the art of requirement gathering in project management. Additionally, I’d like to improve on explaining complex concepts to non-technical stakeholders, ensuring smooth communication across teams.* |