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| *Name:* | *Walid Graihim* |
| *Programme:* | *Comp Science* |
| Part A: Skills Audit (Year 2) | |
| I developed skills in marketing strategy, branding, digital marketing, SEO, and market research through my work on the NHS Mental Health App. I contributed to a zero-budget marketing plan, managed social media engagement, and helped refine the app’s brand identity. Additionally, I optimized content for better visibility and analyzed audience needs to ensure accessibility and engagement. | Through my academic journey and the NHS Mental Health App project, I developed skills in marketing, communication, and teamwork. I refined branding, content creation. Managing multiple tasks, preparing me for a 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 pursue a dynamic and creative career in digital marketing and brand strategy, where I can make strategic decisions, work on diverse projects, and engage in problem-solving rather than repetitive 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 that you want to further develop.*  To succeed in this field, I need to strengthen my data analytics, public speaking, and networking skills while improving my ability to align marketing strategies with business goals.  *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 aim to develop public speaking, networking, strategic sales, and technical communication skills to better connect with industry professionals and effectively convey marketing strategies to diverse audiences.* |

**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?