

# SAMIAT BASORUN

## MARKETING | PR | COMMUNICATIONS

### PROFESSIONAL PROFILE

MA Corporate Communications, Marketing, and PR, student. A creative with well-versed and relevant skills and experience to produce engaging and relevant content; across various media platforms. Offering exceptional PR skills gained via internships, other work experience, and academic opportunities, including research and communications analysis, communications strategy development, and social media skills.

### SKILLS

- Oral and Written Communication Skills.
- Microsoft Office Efficiency.
- Market Research.
- Time Management.
- Customer Service.
- Social Media.
- Organisational Skills.
- Creative Thinking.
- Networking.
- Market Research.

### KEY ACHIEVEMENTS

- Conceptualised a corporate communications strategy for 'Nike' as part of Pr and Social Media module.
- Developed an organic social media (Instagram) and digital marketing channel campaign for Digital and Social Media Project module.
- Completed market research and plan as part of Marketing Arts Events or Project.
- Raised funds for Birmingham Children's Hospital.

### CONTACT ME:

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### EMPLOYMENT HISTORY

#### Retail Assistant

PRIMARK | JUNE 2022 - SEPTEMBER 2022

- Anticipated customer needs by providing a high quality service while upholding brand standards and values to ensure customer satisfaction.
- Solving customer queries and issues, while effortlessly upholding brand standards and policy.
- Administered POS transactions; including cash, credit, exchanges, and refunds, to ensure accurate cash flow,

#### Public Affairs Intern

MINISTRY OF INFORMATION (LAGOS) | AUGUST 2019 - SEPTEMBER 2019

- Monitored and provided updates on current conversations on the State, active government figures, political parties, and events.
- Perform research and communication analysis activities relating to the state. And produce corresponding reports.
- Facilitated administrative duties.

### EDUCATION

#### University of Leeds | SEPTEMBER 2022-SEPTEMBER 2023.

Master of Arts in Corporate Communications, Marketing, and Public Relations.

#### Relevant modules include:

- PR in Practice.
- Marketing Research.
- Social Media Marketing.

#### Coventry University SEPTEMBER 2019-JULY 2022.

Bachelor of Arts in Media and Communications, 2022.

- Graduated with 2:1 Honours.
- Student Media Club.
- Peer mentor volunteer.

#### Relevant modules include:

- PR and Social Media.
- Digital and Social Media Project.
- Marketing Arts Event or Project.