

# TARA MANN

INTERNATIONAL BUSINESS AND MANAGEMENT (BSC HONS) GRADUATE

## WORK EXPERIENCE

### Digital Marketing Manager

2017-09 - 2018-09

Aston Women in Business, Birmingham, UK

- Content creation to attract new members and maximise value for existing members Instagram engagement up 90% YoY - resulting in achieving key KPIs - higher event attendance and online sign-ups
- Digital content on Facebook reaching over 1100 students on campus resulting in 60% interaction increase
- 'New News' segment increasing post clicks from 1 to 15 per post Responsible for Customer Relationship Management
- Designing digital content to promote the AWB events

### Digital Ambassador

2017-09 - 2018-09

Code First Girls, Birmingham, UK

- Identified a need for Code First Girls presence on-campus
- Creating awareness of Code First Girls on-campus
- Responsible for social media adoption and engagement

### Sales and Marketing Intern

2016-08 - 2017-01

Verizon Enterprise Solutions, Frankfurt, Germany

- Assisted the launch of the Media and Entertainment vertical
- Identified key capabilities of the acquisitions made within last 24 months to enable the sales team to understand the value proposition
- Educated the salesforce by creating a document outlining what Digital Transformation entails
- Reconstructed the starter intern pack to help future intern onboarding
- Worked with client partners to understand solutions that Verizon offer to their customers
- Provided accurate and reliable market research to help better plan customer targets and forecast sales

### Student Brand Manager

2015-09 - 2016-09

KPMG, Birmingham, UK

- Designed and edited a promotion video to increase student sign-ups on monthly mailing list
- Created and maintained an offline and online presence for KPMG targeting students at Aston University
- Direct sourcing students for particular roles and offices within the UK

### Customer Relations

2016-04 - 2016-06

Virgin, Birmingham, UK

 35 Portland Gardens

Chadwell Heath, London, RM6 5UH

 +44 7729975476

 [tarakann96@gmail.com](mailto:tarakann96@gmail.com)

 <https://taramann21.github.io/Tara/>

## PROFILE

A graduate in International Business and Management (BSc Hons) with industry experience. Outgoing, detail-oriented, and excellent at establishing, growing and maintaining relationships.

## SKILLS

CUSTOMER FACING ENGAGEMENT



COLLABORATION



TIME MANAGEMENT



PHOTOSHOP, FIREWORKS, FINAL CUT PRO AND MICROSOFT OFFICE



HTML and CSS



## WORK EXPERIENCE

### **BSc International Business and Management**

**2014- 2018**

Aston Business School, Birmingham, UK

Achieved Upper Second Class Honours

### **BSc International Business and Management (International Placement)**

**2017**

(WU) Vienna University of Economic and Business, Austria

### **A-Level**

**2012- 2014**

Chadwell Heath Academy Sixth Form, Essex

ICT (B), Media (B), Psychology (B) and AS Law (B)

### **GCSE**

**2007- 2012**

Chadwell Heath Academy, Essex

10 grades A-C, including Mathematics (A) and English (B)

## LANGUAGES, INTERESTS, AND ACHIEVEMENTS

### Language

English - Native tongue

Punjabi - Intermediate

German - Beginner

### Interests and achievements

- Climbed Mount Kilimanjaro
- Raised over £3000 for the Meningitis Research Foundation
- 2017 Awarded my Bronze Duke of Edinburgh 2015
- Elected as the second year International business and management course representative 2015-2016
- Selected as a guest for 'International Week' at Aston University 2017
- Travelled across Europe 2016-2017
- Beginners HTML/CSS Web Development Course completed