

TARA MANN

FINAL YEAR INTERNATIONAL BUSINESS AND MANAGEMENT (BSC HONS)

WORK EXPERIENCE

Digital Marketing Manager

2017-09 - Present

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 - Present

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 - Solutions

2016-08 - 2017-01

Verizon Enterprise, 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- Trains

2016-04 - 2016-06

Virgin, Birmingham, UK

- Understood and dealt with customer enquiries and issues
- Checked validity of customers claim against records
- Responsibility of issuing refunds for delayed, cancelled or unsatisfactory service

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PROFILE

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

SKILLS

BASIC HTML

CONTENT CREATION

CRM

PHOTOSHOP, FIREWORKS,
iMOVIE, MICROSOFT OFFICE

COLLABORATION

LEADERSHIP

CUSTOMER FACING
ENGAGEMENTS

EDUCATION

BSc International Business and Management Aston Business School, Birmingham, UK Expected grade 2:1	2014 - Present
BSc International Business and Management (International Placement) (WU) Vienna University of Economic and Business, Austria	- 2017
A-Level Chadwell Heath Academy Sixth Form, Essex Psychology (B), ICT (B), Media (B) and AS Law (B)	2012 - 2014
GCSE Chadwell Heath Academy, Essex 10 grades A-C, including Mathematics (A) and English (B)	2007 - 2012

LANGUAGES, INTERESTS, AND ACHIEVEMENTS

Languages

- English - Native tongue
- Punjabi - Intermediate
- German - Beginner

Other

- Currently raising money for an Orphanage project in the South India 2017
- Awarded my Bronze Duke of Edinburgh 2015
- Elected as the second year International business and management course representative 2015-2016
- Travelled across Europe 2016-2017
- Selected as a guest for 'International Week' at Aston University 2017