**Ita John**

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**Careers Guidance | Careers Consulting | Enterprise | Employability**

**AFHEA, Careers & Employability Consultant** with 8 years’ experience in HE, and track record of supporting BSc, MSc/MBA, DBA and PhD candidates including international students in transitioning from academic degrees to desired graduate outcomes. Over 2 years’ experience in graduate recruitment and careers guidance. Proven skills in building relationships with employers and bringing innovative employability solutions, shown in successful set-up and founding of the website **www.norwoodemployability.com** that has supported, using methodologies developed, 218 UK and international students coaching, mentoring, influencing and delivering workshops. Believe Careers Consultant role now in HE offers greater opportunities to reach wider audiences and impact.

**CORE COMPETENCIES AND ACHIEVEMENTS**

* **1-2-1 Online Careers Advice Service.** At Norwood Employability, advise and coach job seekers and students to understand what job roles to look for; how to professionally create LinkedIn profiles by optimising the headline and sub-headlines, profile photo, summary section, and achievements. Teach how to write cover letters; connect with alumni to grow network; and how to identify industry problems and trends.
* **Committed to Empowering Students Through Careers Guidance.** Teach how to profile companies of interest, connect with internal recruiters and hiring managers directly; develop email messages to reach out to companies’ decision-makers, research organisations’ challenges, then, research solutions to solve the challenges; write the findings as a brief ‘commercial paper’, and send to the organisations’ decision-makers. This skill often results in opening opportunities. Train candidates on face-to-face and phone-screening interviews, including salary negotiation. Have published articles how to achieve or deliver on these tasks - [**//bit.ly/2ZhKSFz**](http://bit.ly/2ZhKSFz)
* **Conduct Research into Current Trends.** Have published 73 articles and over 350 posts on LinkedIn on careers and recruitment issues. Developed 14 themes used in coaching postgraduates and undergraduates on how to prepare for their dream jobs before graduation. Presented these themes for reviews to academic staff at the Institute of Employability Professionals’ annual meeting in October 2018 and keep improving the framework. The weblink to these themes is at [**http://bit.ly/2mIZ2xj**](http://bit.ly/2mIZ2xj)
* **Ability and Willingness to Adapt, be Flexible and Collaborate.** At Star Jobs Recruitment, advise and collaborate with the team in sourcing .net developers for UK companies; Use CV resource platforms to find talented candidates, negotiate contracts, and place successful candidates for graduate recruiters.
* **Social Media & Interpersonal Skills**. Have developed a strong presence on social media and generating social impact. For example, over 12,000 professionals and job seekers follow me on LinkedIn. Job seekers have downloaded my CV and cover letter samples over 2,000 times, indicating how useful they considered my ideas and approaches to writing these documents. These would be valuable reference contents to Imperial’s students. Write and interact with connections daily.
* **Keen Attention to Detail.** Accurate, reliable, and diligent. Always complete projects/tasks within budgets and schedules. Can handle any ongoing challenges. Excelled in academic research and business writing.
* **Communicate Effectively & Stellar Negotiator.** Fluent in English. Negotiated and closed numerous high-value deals.
* **Systems Use & IT Skills.** Proficient use of MS Office Suite (Word, Excel, PowerPoint), VLE and SPSS.

**PROFESSIONAL EXPERIENCE**

*Careers and Employability Consultant*

**Norwood Employability Limited,** Swindon, UK **Jun 2017 – Present**

Provide guidance to job seekers and career changers by Skype on the most effective methods of self-marketing, networking, and relationship building. Advise on employment trends, job search insight and interview preparation. Consult on CV improvement. Teach how to leverage LinkedIn proactively for achieving career goals and needs.

*Director*

**Star Jobs Recruitment,** Swindon, UK **Dec 2017 – Present**

An enterprise engaging in recruiting graduates in IT (including business analysis and project management roles), healthcare, science, engineering, education, industrial work, and business.

Connect and recruit qualified graduates in the Dot Net Developer IT sector with internal recruiters and employment agencies, resulting in job placements and hiring. Build relationships, communicate directly with employers, win candidates’ placement contracts, contribute ideas, and facilitate the smooth sourcing of top candidates for the clients. Seal on-going contracts worth over £40,000 to place candidates with clients.

*Education Consultant and Employability Lead*

**PhD Tutors,** London, UK **Dec 2015 – Oct 2018**

Designed, planned, and delivered undergraduate and postgraduate courses in business, economics, finance, entrepreneurship. Provided knowledge for understanding and researching into current industry trends in career development and guiding clients, leading to successful job placements. Achieved over 70% pass rate of students.

*Associate Lecturer*

**Oxford Brookes University,** Oxford City, UK **Jan 2014 – Sep 2016**

Spearheaded employability mentorship developing a step-by-step blueprint to guide 32 students from Brookes Africa Forum who acquired a range of skills including digital marketing, service delivery, branding and advertising, business analysis, project management skills and management consulting. Designed, planned, and delivered macroeconomic courses, preparing assignments and seminar briefs and using virtual learning environments (VLE) such as Moodle, ensuing interactive and engaging delivery to students. Helped course leaders reduce the failure rate in macroeconomics by 25% motivating students and deploying proactive teaching strategy and contents.

*Lecturer*

**University of Calabar,** Nigeria **Sep 2006 – Feb 2012**

Pioneered the Design of University of Calabar’s Enterprise Knowledge and Graduate Employment programme. Trained students of the various schools and faculties in entrepreneurship development and creativity. Supervised 21 presentation sessions of team member and students pitching for micro-venture funding with over 210 successful micro-capital sponsorships by the centre. Re-designed courses in innovation and entrepreneurship development and research methods in economics and finance to incorporate industry specification. Improved postgraduate student satisfaction level from 60% to 75% within five years. Received the Best Lecturer in the Banking and Finance Department and Most Helpful Lecturer awards voted by students.

**OTHER AND EARLIER WORKING EXPERIENCE:**

*Quality Control Assistant* **| Honda UK** (Logistics for Solutions Recruitment, Swindon)

*Co-Founder and Graduate Employability Consultant***, Rubino Associates,** Nigeria

*Economics Tutor***, St. Patrick’s College,** Nigeria

**EDUCATION AND TRAINING**

**Oxford Brookes University, Oxford City, UK –**

PhD Entrepreneurship Development & International Business (Feb 2012 – Mar 2016)

Associate Fellow, Higher Education Academy (Jan 2014 – Dec 2014)

Training Toward the Career Education, Information and Guidance in HE (CEIGHE) Qualification (Jun 2020)