

Renee Ujah

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London,
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EDUCATION

edX - Front-End Web Development Bootcamp

Oct 2023 - Present

- Learning HTML, CSS, JavaScript, Bootstrap and many other skills. Attending 4 sessions a week and completing weekly graded homework assignments based on the content taught.

Aston University – BSc (Hons) Psychology with placement year - 2:1

Sept 2018 – Sept 2022

- Dissertation: Exploring how physically active adults feel about their body image: an interpretative phenomenological analysis
- Relevant Modules: Social Psychology and Research Methods and Advanced Statistics.

Placement Year

It Sounds Fun, Cadiz, Spain – English Teacher

Sept 2020 – Feb 2021

- Improved English speaking, listening and reading proficiency of the students. Supported the learning of students by developing core skills through collaborative working by talking through the content learned to reach the correct answer.
- Adapted to communicating with Spanish-speaking children, in English, with the help of an assistant. Established a behavioural management system for challenging classes to maintain a positive class environment, and developed an understanding of positive reinforcement and conflict resolution.

Inspire Spirit, London UK – Junior Marketing Assistant

Mar 2021 – Aug 2021

- Collaborated with the Head of Marketing to develop strategies to increase brand awareness across social media. Established understanding of developing a brand, delivering content based on a design brief and creating new strategies to further improve brand awareness.
- Developed Pinterest account by designing and creating branded content using Canva, copywriting weekly which increased monthly impressions from 130 to 360,000.
- Planned and published weekly blog posts (on Shopify) to inspire readers based on topics such as self-development, wellbeing, planning and productivity.
- Researched potential influencers to partner with and become brand ambassadors. Negotiated with influencers to deliver content for their audience whilst increasing brand awareness.

Saint Cecilia's Church of England School, London UK

- A-Levels: Art and Design: Textiles (B), Biology (C), and Psychology (C)
- 11 GCSEs grade (A*- C) including, Maths (A) and English Language (B)

PROFESSIONAL EXPERIENCE

Bird & Bird, London UK - Digital Channels Coordinator

June 2023 - Present

- Responding to various requests to update, maintain or create website content managing all requests in a timely and effective manner, and escalating issues as required.
- Supporting the Lawyer website biography upload process – ensuring that biographies are aligned with our Tone of Voice, helping proofread and edit them, and coordinating the regular website upload with all internal and external stakeholders involved.
- Supporting the delivery of content development projects, uploading and updating content to the website as required through a content management system.
- Prioritising and managing workload and owning tasks and problems that arise seeing them through to a satisfactory outcome.

Accenture, London UK – Marketing Analyst

Sept 2022 – June 2023

- Supported the Candidate Experience Lead & the UK & Ireland central marketing team on campaign execution, creation of assets, webpage localisation, events and providing general support.

- Analysed data (using various dashboards such as Adobe Analytics, Qlik View and Power BI) to evaluate the impact of marketing activities and create recommendations to apply to the upcoming Early Talent attraction campaign.
- Developed stakeholder management through liaising with the wider business and various marketing teams to update marketing campaigns and facilitate digital marketing activities when required.
- Managed the creation and editing of career pages based on briefs, application opening and closing and updates to programme specific information.

GenMoney, London UK - Freelance Brand and Content Executive

June 2022 – Aug 2022

- Analysed the digital marketing methods (using the website and social media analytics) previously used by the company and identified areas to implement changes to grow the student community and increase brand awareness.
- Implemented a marketing strategy to create an active, engaged community, including email marketing campaigns, social media schedules and defined brand across social media platforms.
- Refreshed the website (hosted on Wix) to fit the company brand and vision and altered the layout to enhance user experience.
- Created a wide range of assets including new landing pages, promotional videos and personalised widgets for the website.
- Collaborated with analysts to ensure content represented the brand and the brand remained consistent.

ADDITIONAL EXPERIENCE

Mind The Gap – University Group

- Identified the lack of mental health services provided for Black Afro-Caribbean students at Aston University and created a group, to bridge the gap between mental health and the Afro-Caribbean community.
- Created and led workshops and social events with the B.A.M.E Officer and the Afro-Caribbean Society to increase awareness, provide a safe space for students to discuss university, and provide relief from academic stress.
- Given the current uncertain times, gained an increased understanding of the importance of mental health within society and spaces to allow healthy conversations.

The Diary of An Awkward Black Girl – Blogger

- Designed and launched a blog site on WordPress, based on navigating through adulthood and using life experiences to encourage readers. Achieved a total of 5,000 views from over 2,500 visitors from various countries such as Canada, Australia and many more. Ran the blog for two years independently.
- Analysed blog analytics, using platforms such as Google Analytics, to identify trends to create and implement new strategies to benefit the readers.
- Managed social media accounts and initiated social media strategy to increase the traffic to the blog site. Created visual content to accompany blog posts and feature on social media using Canva and Adobe Spark Post. Developed a passion for connecting with writing inspiring blog posts and connecting with readers.

EDI I-Accelerator Deloitte Work Experience Challenge

- Worked within a team for over four days to work on a mock business challenge set by Deloitte.
- Responsible for researching a specific aspect of the solution and creating presentation slides to reflect the company and relay important information in a visually appealing way.
- Collaborated with the team to produce an eight-minute presentation and placed 2nd as a group based on our proposed solution.

SKILLS

Technical: Microsoft PowerPoint and Excel, Canva, WordPress, Shopify, Statistical Package for the Social Sciences, Wix, CapCut, Synops, Google Analytics, WeST (website submission template tool), Adobe Analytics, Qlik View, HTML, CSS, Bootstrap.