

# Zaynah Salam

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# **Personal Statement**

I am a 2021 Film and Marketing Graduate from Liverpool Hope University who is now looking for a new, exciting opportunity in the workplace to fulfil, as well as increase, my experience whilst also actively learning and gaining further experience. Ideally, I am looking towards something that will showcase the best of my abilities, especially through the digital and creative side of things as these are the areas in which I believe I hold my greatest skills.

My three-year University experience studying Film alongside Marketing allowed me to bring forward my creative skills through the case of my assignments, many of these, particularly for my Film course, took the shape of blog posts and short videos which pushed the freedom of creative opportunity within my work.

In terms of career goals, the end aim is to be a part of an engaging but joyful role, supported by equally striving colleagues. As the world is increasingly turning digital, the fast-approaching trends seen in areas such as social media and it now being the biggest one, means great opportunities should not be missed. Having created, and still use, a number of social media accounts since being an early teen, I believe that over the years and especially as media trends have grown so profusely that I am able to filter out what works well and help in pushing for potential.

## **Education and Qualifications**

BA (Hons) Liverpool Hope University, Liverpool 2021

Film & Visual Culture and Marketing 2:1

**A Levels**      **St. Mary's College, Blackburn 2017**

Business Studies **A\***

IT **A\***

Media Studies **A\***

**GCSEs**

**Pleckgate High School, Blackburn 2015**

English Language **C**

Maths **C**

Science Level 2 **Pass**

Religious Studies **B**

Geography **C**

Health & Social Care **C**

## **Key Skills and Proficiencies**

- Proficiency in MS Office (particularly Word and PowerPoint)
- Proficiency in Final Pro Cut X
- Editing
- Attention to Detail
- Ability to think creatively and strategically
- Flexibility
- Open to learning
- Organisation
- Time Management
- Adaptability
- Clear Communication
- Effective Listening
- Patience
- Responsibility
- Can work both independently and as part of a team

# **Work Experience**

## **Digital Marketing Co-ordinator Sticksology 2022**

As a Digital Marketer, the duties I took upon this role were primarily creating content and overseeing the company's social media platforms which included Facebook, Instagram and Twitter. Looking into insights was one of the main criteria I made sure to keep updated on. It soon became clear that Instagram was where the brand was getting the highest reach and engagement; this became the focus when creating content, trying to reach the target audience for the products—a 'quick, easy mess-free' lifestyle - these would then develop into posts.

Unique and creative content was developed into blogs uploaded onto the company's website, whilst also shared across social media. Engagement with followers and customers is a big must in business, whether that be replying to positive comments or answering a concern they have, so this was also a priority. Further research was undertaken and developed into the strategy of focusing on key differences that the brand and products offer, in which we use to gain connections and reach - not only from potential customers, but retailers too. Weekly catchup meetings allowed for me to exchange what I was working on, and my focus for the week ahead, and gain feedback and ideas from my colleagues.

This role has led me to want to share these skills further and enter and develop a variety of opportunities; not only within the social media/marketing world, but across any role that may arise for me in the future.

## **Customer Service Advisor EE 2023**

Working in the Early Life department, I was managing inbound calls from customers who had placed an order but seemed to have some difficulties. This could be in the field of faults with their broadband and/or phone line, or their services may have been cut off too soon. Whatever the issue may have been, my role involved getting the customers' services back up and running in as quick a time as possible. Customers would often come through top my department first so it was the top priority to maintain a positive relationship regardless of how the conversation developed.

I had never thought I would see myself in a customer service role as public speaking is a fear of mine, so succeeding in this role will always be a proud achievement. I am glad to have taken the extra push of stepping out of my comfort zone as it has been an extremely rewarding experience, teaching so much about myself and what I can achieve in going for something I previously would have been too anxious to put my mind into.

## Hobbies and Interests

- Reading
- Watching Films
- Graphic Design
- Video Editing
- Photography
- Journalling