

RUTENDO LEANE KUUZABUWE

UNDERGRADUATE STUDENT | WRITER | EDITOR-IN-CHIEF | SOCIAL MEDIA MANAGER

INTRODUCTION

My name is Rutendo Leane Kuuzabuwe, I am an enthusiastic, hard-working, self-motivated undergraduate university student seeking opportunities in public relations, communications, media, marketing, and fashion industries. My strengths lie in blogging, content creation, social media management as well as building a rapport with others. In addition to my studies, I am founder and Editor-In-Chief of a magazine called 'Zuva Magazine', a publication committed to amplifying marginalised Black creatives in the UK and across the globe. Zuva is an embodiment of my passion and talent for writing, content creation, web design and the celebration of Blackness.

EXPERIENCE

INTERN | HS2 (HIGH SPEED TWO) LTD

August 2019 – September 2019

Roles and Responsibilities:

- Pitching original ideas for organisational promotional material
- Creating promotional material using platforms such as Canva, Microsoft Word, PicMonkey and Adobe InDesign & Illustrator.
- Followed the branding guidelines of HS2.
- Using digital resources for email marketing such as MailChimp & Squarespace Email Campaigns.
- Elaborated upon my existing familiarity with Microsoft Excel
- Successfully carried out admin tasks digitally including registering maternity leave for employees, paternity, absence, annual leave etc. using company software.

Skills Gained:

- Adaptability
- Collaboration
- Taking Initiative
- Transferable Technological Proficiency:

SOCIAL MEDIA MANAGER

February 2019 – Present

Roles and Responsibilities:

- Creating promotional Instagram content for a total of three clients, focusing on travel, lifestyle, fashion, and beauty content.
- Organic growth across multiple social media handles including Instagram and Twitter.
- Building content calendars as well as scheduling and publishing content across social media platforms
- Guiding best practices for social media growth (staying up to date with culture, social causes, world-wide events and engaging with other socially responsible organisations).

Skills Gained:

- **Enhanced Quality of Writing:** Needing to adhere to brand/individual specifics has enhanced my writing capacity in that needing to follow a brand's ethos, mission and identity means that each collaboration with a client and all content created must be unique and brand specific.
- **Developed Editing Skills:** Attention to detail whilst editing and designing has enabled me to create/maintain a professional yet elegant content.
- **Organisational & Time Management Skills:** Being able to set deadlines for myself and take accountability for my time and how I manage it has been the best most transferrable skill that working as a freelance social media manager has given me.

REFERENCES

*Contact info available upon request.

TOPSHOP SALES ASSISTANT

June 2017 – May 2019

Roles and Responsibilities:

- Serving customers and dealing with enquires
- Maintaining an in-depth knowledge of current store items to provide informed advice and recommendations as needed.
- Restocking low store items and ensuring the sales floor is organised according to established guidelines.
- Provided training to new team members, ensuring they were fully compliant with company policy and expected levels of service.

Skills Gained:

Visual Merchandising: Merchandising shop window and shop floor to maximise sales opportunities and highlight promotions and new product lines.

Teamwork: Assisting colleagues to achieve high-quality customer service, proactively opening new payment points during busy periods and volunteering to cover absences.

Interpersonal Skills: Dealing with frustrated customers in a calm and friendly manner, resolving complaints at first point of contact wherever possible.

SKILLS

MICROSOFT OFFICE



INTERPERSONAL SKILLS



TIME MANAGEMENT



CONTENT CREATION



TEAMWORK



GOOGLE ANALYTICS



EDUCATION

BA (HONS) ADVERTISING AND BRAND COMMUNICATIONS

Manchester Metropolitan University

2020 – 2024 (Gap Year Taken)

Predicted Grade: 2.1

A-LEVEL GRADES:

Ormiston Forge Academy (Sixth Form)

2017 - 2019

ENGLISH LITERATURE – D | BUSINESS – C | HISTORY – C | EXTENDED

PROJECT QUALIFICATION – A

GCSE GRADES:

Ormiston Forge Academy (Secondary School) | 2012 – 2017

8 GCSE SUBJECTS

A* - C – Including Maths, English and Science