



Sara Mahmud-Marshall

EDUCATION & CORE CAPABILITIES

- University of Warwick**, BA Liberal Arts (2.1 Honours) September 2016 – July 2020
Majoring in: Digital Media Cultures with Quantitative Methods
Modules included: Transnational Media Ecologies; International Political Economics; Philosophy of Consumption; Science, Society and the Media; Health Psychology; Policy Impact Evaluation; Quantitative Research Methods; Design Thinking
- Leiden University**, Erasmus Exchange Year September 2018 – July 2019
- United World College of the Atlantic**, International Baccalaureate September 2014 – July 2016
- Lycée Français Charles de Gaulle**, Primaire et Collège September 2003 – July 2014
- Languages** - English (Fluent), French (Fluent), Spanish (Intermediate)
- Software Capabilities** - Microsoft Office Excel, PowerPoint, Word and Access (Advanced), STATA Statistics (Advanced), Miro (Advanced), Adobe InDesign (Intermediate), Adobe Photoshop and Illustrator (Intermediate).
- Work Specific Skills** – Workshop Facilitation ▪ Customer Experience Design ▪ Quantitative & Qualitative Analysis ▪ CX Audits ▪ Data Mining ▪ Empathy Mapping ▪ Data Visualisation ▪ Customer Journey Mapping ▪ HCD
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RELEVANT WORK EXPERIENCE

- VMLY&R | WPP**, *Junior Strategist* December 2020 – Present
- Supporting strategist on the Boots (WBA/WPP) account, primarily working on Boots App, Parenting Club and Opticians
 - Developed clear creative briefs and creative propositions for Boots Beauty and Parenting Club
 - Conducted rigorous competitor analysis and reports for clients, gathering insights from qual and quant sources while working with insights platforms and research resources
- Saboteur Studio**, *Brand Strategy Intern* September 2020 – Present
- Produced film outlines and visuals for Deloitte's annual Millennial Survey Report campaign
 - Performed thorough market research and competitive analysis of financial companies for the re-branding of Quants Insights
 - Managed Saboteur's social media planning and content creation, including paid social on Instagram, Facebook and LinkedIn
- WIHEA Co-Creation Project**, *Lead Co-Creator* June 2020 – September 2020
- Produced online learning materials to help bridge the transition from first to second year for university students
 - Delegated tasks and collaborated with PhD students researching students' learning experiences during the pandemic
- Wunderman Thompsons**, *CX and Strategy Intern* July 2019 – August 2019
- Solidified CX skills through customer journey mapping, data analysis and the presentation of analysis to aid strategic recommendations for GSK Polident
- Wunderman London**, *CX Intern* July 2018– August 2018
- Developed proficiencies in Adobe InDesign whilst mapping online experiences of 2017 Selfridges Christmas shopping
 - Utilized Excel knowledge to analyse large data sets and coded qualitative interviews to improve analysis potentials
- Bartle Bogle Hegarty London**, *Summer Intern* June 2017– July 2017
- Supported projects within the BBH music department for BTB marketing campaigns
 - Analysed the aesthetics of Tesco's Christmas Products and documented it through colour charts for the strategist briefing
- Ogilvy London**, *Ogilvy Experience Scheme Intern* June 2016– July 2016
- Handled research responsibilities for the Comfort account team, such as determining customer demographics and interests
 - Developed an understanding of the chronology of tasks required to develop a brand campaign
- This Ain't Rock'n'Roll London**, *Summer Intern* August 2016– September 2016
- Supported a small team working on the Brixton Pound Campaign and pitched my findings to the clients
 - Developed sensitivity and ethical understanding whilst working on the Government's Anti-Domestic Violence Campaign
- TEDx Youth UWCAC**, *Director and Speaker* January 2015 – July 2016
- Coached speakers through their stage performances while coordinating venue hire, tickets, filming, and food suppliers
 - Nominated in 2015 to present a TEDx Talk on 'Being Siblings of Children with Special Needs' ([watch my TEDx Talk here](#))