

Personal Statement

An creative professional with over a year of experience in enhancing brand visibility through innovative content creation. Having a variety of expertise in photography, illustrations, and animations has led to increased engagement across multiple social media platforms, effectively promoting start-up brands and companies. Lastly, a strong commitment to artistic expression and social awareness, which drives the ability to deliver compelling visual narratives that resonate with diverse audiences.

Skills

- Time Management Skills
- Creativity
- Digital Marketing
- Organisational Skills
- Technical/Numeracy Skills
- Attention to detail
- Adobe Creative Suite (InDesign, Photoshop, Premiere Pro, After Effects, Illustrator, Lightroom)
- iMovie
- Canva
- Web design
- Photography
- Microsoft Office (Word, PowerPoint, Excel)
- English
- Google Suite

Education

Solent University

- BA (Hons) Illustration - 2.1

Coulsdon College

- BTEC Level 3 Art and Design – MMM (equivalent to 3 B's)
- Functional Skills Level 2 Maths and English – Passed

Norbury Manor Business and Enterprise College

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Use code to check out the selection of animated videos

Experience

Edible Family Host, Daily Life Ltd., Tate Britain London, UK | Mar '24 - Apr '24

- Examined the artist's objectives for the artwork.
- Served refreshments to a maximum of 100 daily visitors.
- Arranged and displayed snacks on the shelves.
- Ensured cleanliness on the exhibit's floors and surfaces.
- Assisted in maintaining the sculptures' original condition.

Voluntary Admin Assistant, Horizon Community Care, London, UK | Jun '23 - Nov '23

- Editing policies and procedures for the organisation.
- Assisting in making improvements of the logo design.
- Editing property snapshots.
- Attending workshops to bring awareness for the organisation.

Graphic Designer, Go2Games/ Levels Learning x Runway Training, London, UK | Jan '23

- Collected data for website information administration.
- Discussing data requirements with the website manager.
- Revamped the Go2Games logo for the global esports market.
- Achieved Level 1 Award for Demonstrating Understanding of Enterprise Skills.
- Created a start-up business plan and presenting innovative business concept

Content Editor & Graphic Designer, Novi x Lab, London, UK | June '21 - Dec '21

- Conducted a competitors' analysis of 5 brands such as Drunk Elephant, Kylie Beauty, L'Oréal, Estee Lauder, and Fenty Beauty to evaluate their target demographic strategy and content layout.
- Numerously edited 15 photos which included the products gua sha, body lotion, and serum to persuade the target demographic to purchase the products.
- Produced content for social media targeted at young females and males that uses daily health and beauty products in a form of, creating illustrations and vector images promoting the brand. As a result, to increase the engagement on Instagram by over 50%.

- BTEC Level 2 Art and Design – MPP (equivalent to 2 C's and a B)
- BTEC Level 2 ICT – Merit (equivalent to 3 B's)
- BTEC Level 2 Applied Science - Distinction (equivalent to 3 A's)
- 5 GCSE's – passed Maths and English

Certifications

- Grow with Google -Applied Digital Skills- Build Your Online Business
- HTML Fundamentals course- SoloLearn
- The Fundamentals of Digital Marketing- Google Digital Garage
- Digital Skills: User Experience - Accenture
- Food Safety Level 2 - HSE Docs

Volunteering Experience

Volunteer Gallery Assistant, The Brick Lane Gallery, London, UK | Aug '24 - present

- Inviting upcoming artists to have their work exhibited at the gallery through email correspondence.

Volunteer Gallery Assistant, Wimbledon Art Studios, London, UK | May '24

- Monitored the artwork.
- Interacted with the public and the artists who attended the event.
- Recorded on how many visitors entered the venue.

Digital Volunteer, Sweet 'Art, London, UK | Jan '21 - June '21

- Researched similar art organisations that have the best intentions for the artists and built a community through exhibitions and workshops.
- Produced content for the Patreon page such as wallpaper and prints to raise money for local exhibitions and interactive workshops.
- Drafted out social media posts, organised content for the blog using spreadsheets to increase engagement on the blog posts that have the least amount of traction.
- Interviewed artists from different minorities about their endeavours as part of the blog to help display their artwork to a larger audience.

Big Creative Education, Social Media Marketing course, Jan '20 - Feb '20

- Created content for social media platforms, i.e., Twitter, Instagram, and Facebook, to strategise a social media campaign.
- Designed logos, flyers, website.
- Learned how to increase engagement on social media effectively.

Big Creative Education, VFX course, Aug '20 - Sept '20

- Written a treatment on what the video is going to be about.
- Planned out the structure of the video using a storyboard.
- Edited twenty videos and stock footage using After Effects, Premiere Pro, and Photoshop.
- Learned how to create visual effects using stock footage and 2D animation.

Social Media Creator, Musik Lemon, London, UK | May '19 - Nov '19

- Promoted the company on social media through music-related content.
- Written profiles on upcoming bands and artists on the website.
- Reviewed upcoming albums and music releases from the bands and or artists.
- Increased engagement by producing daily content on social media, i.e., Facebook,, Twitter, and Instagram.

Customer Service Assistant, Creative Events, London, UK | Nov '17 - June '18

- Interacted with customers around the venue and behind the tills.
- Served foods and beverages.
- Assisted other colleagues at the site.
- Stocked food and beverages.
- Had the opportunity to work at a variety of events

Volunteer, London Design Biennale, London, UK | Sept '18

- Aided the public by preventing harm to themselves and the installations.
- Assisted people around the exhibition.
- Communicated to people about their experience at the exhibition.
- Had the opportunity to engage with the artists from different backgrounds and ask them the process behind their artwork.

Customer Service Assistant, Oxfam, Streatham, UK | June '16 - Aug '16

- Supervised the cash flow and donations.
- Aided the customers by refunded items and or donated them.
- Organised the items in the store.
- Gained an opportunity to volunteer for a compelling cause.