SURREY
BUSINESS
SCHOOL

UNIVERSITY OF SURREY

MSc

CV Book 2019/20

The deep end of the talent pool

At the University of Surrey we are proud of the outstanding impact our students have within the business community. Benefiting from internationally recognised teaching excellence and our long-standing partnerships with organisations across the globe, our graduates are business-ready — with the ability to apply their knowledge and skills to meet your business objectives. Building on the success of our undergraduate professional training programme, we are pleased to announce a further development through the inclusion of our Postgraduate talent pool.
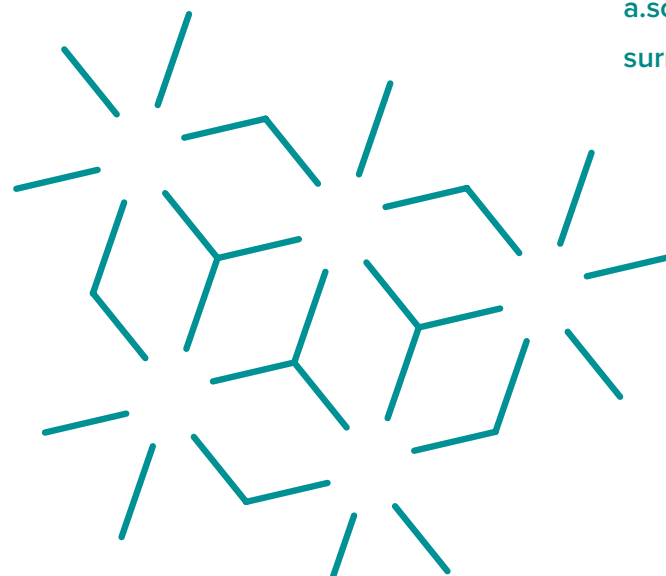
Find out more

At Surrey Business School we inspire positive change in business and society, individuals and organisations, locally and globally by delivering impactful research and programmes which promote a global and digital mindset for the future of business. Surrey Business School is a world-class hub of business and learning, bringing together teaching excellence and pioneering research.

Our MSc students represent diversity, both geographically as well as through their work or educational experiences. Undertaking a specialised MSc programme across five selected programmes, our students are equipped with both academic and workplace skills, which provide companies with an opportunity to leverage Surrey talent for the benefit of their business.

The University of Surrey has over 40 years of experience working with businesses from across the globe. It is through this depth of experience that we present our talent to you for placement and internship opportunities over 2020.

Find out how you can work with our talented students by contacting:

Deji Sotunde
Senior Placement Tutor
Professional Development & Employment

+44 (0)1483 68 2122

a.sotunde@surrey.ac.uk

surrey.ac.uk/sbs

How a postgraduate placement can benefit your business

A postgraduate placement student can make a real impact from day one. As part of their Masters level education and training each student has elected to focus on one of five core specialisms; meaning our postgraduate business students are equipped with the latest thinking from research and tools from practice – all designed to help your business with targeted problem-solving and real-world business needs.

Why a postgraduate placement is different

Surrey Business School is a long-standing, trusted source of brilliant minds for professional training undergraduates and interns. A postgraduate placement now offers new value-adding opportunities to your business:

• Short-term (3-6 month) commitment.

• Project oriented and problem-solving focus.

• Specialised expertise in one of five core business areas.

• International perspectives and best practice.

• Engagement with MSc Programme Directors to help define your project.

• Tutor support for students throughout.

• Thorough interview and selection process to help you match your business needs to the right student.

"I can collaborate with some of the best business minds and gain a competitive edge, as well as access to the best graduate talent."

Gavin Whichello,
Owner & Chairman, Qube Learning

What skills can our **professional** placements bring to your **organisation**?

OUR POSTGRADUATE BUSINESS STUDENTS ARE EQUIPPED WITH
A CUTTING-EDGE UNDERSTANDING OF BUSINESS NEEDS ACROSS
A DIVERSE RANGE OF SPECIALISMS, INCLUDING:

Business Analytics

Trained in the latest data science and prescriptive analytics, our students can help your business harness and apply key business data for optimised solutions.

Human Resources Management

Our students have a thorough grounding in the core areas of leading Human Resource practice. Able to take an analytical and evidence-based approach to Human Resources issues, our students bring a fresh international perspective to your organisation.

Strategic Marketing

Fully equipped with digital marketing skills and entrepreneurial knowledge our students are well placed to support your strategic decision-making in: marketing research, brand and advertising research, and social media campaigns.

Digital Marketing and Channel Management

Fully equipped with digital marketing skills to create marketing communication campaigns for both social media and more traditional channels. Our students have a practical understanding of marketing analytics and channel management, equipping them with the skills to make well-informed decisions in practice.

Management

Our management students are trained to apply an analytical approach to the multi-faceted nature of business and are equipped with a portfolio of practical skills. They can provide evidence-based solutions to help your business develop its strategic and operational plans, as well as manage projects.

To find out more about how your organisation can access a wealth of business talent and how placements can meet your business needs, contact:

Deji Sotunde
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> "My programme provided the option of a placement which meant I was able to use knowledge and skills gained during the programme and apply them practically within business."

Vikram Ramakrishnan
MSc graduate, class of 2019

MSc Business Analytics

Brian Hundley

LinkedIn: www.LinkedIn.com/in/brian-hundley-748a13166

Current Course of Study: MSc Business Analytics

Educational History: Bachelor of Economics with Financial Applications with 3.62 GPA, Southern Methodist University, Dallas, Texas, United States of America

Work Experience: Financial Analyst Intern, Normande Consulting Group, LLC, Plano, Texas, United States of America

Paralegal Intern, Patenaude & Felix, APC, San Diego, California, United States of America

Skills and/or 'expert' knowledge: Proficient in SQL and Microsoft Office Suite

Intermediate user of R and SPSS Modeler

Nationality: American

Languages: English (Native) and Spanish (Intermediate)

Achievements:

- Created a scope of work for a strategic decision-making framework for a client which was approved of by the CEO.

- Designed an in-depth and interactive financial model in Excel which reflected the ramp up process and forecasted numbers for a developmental stage enterprise, including a balance sheet, income statement, and statement of cash flows.

- Led a group of 20 volunteers for Bonton Farms as they prepared to sell products at the farmer's market.

Ya-Yun Kuan (Aileen)

LinkedIn: www.LinkedIn.com/in/aileenkuan

Current Course of Study: MSc Business Analytics

Educational History: Bachelor of Economics with 85 % (2:1 degree), University of Soochow, Taipei, Taiwan Financial and Technology Interdisciplinary Program, University of Soochow, Taipei, Taiwan

Work Experience: Internship-Operation department (4 months), Cathay Bank, Taipei, Taiwan

Skills and/or 'expert' knowledge: Knowledge of finance innovation and social media advertising

Intermediate user of R language, Python, Java

Advanced user of Word, PowerPoint and Excel (Microsoft Office Suite)

Nationality: Taiwanese (Republic of China)

Languages: Chinese (Native), English (Fluent), Japanese (Intermediate), Korean (Beginner)

Achievements:

College Fintech Innovative competition, Bronze medal 2017

- Held leadership coordination role in the team, leading the six-member team to achieve third prize from a total of 32 teams invited to compete.

- Designed an application for blind people with big data and mobile Internet.

- Developed creative thinking, problem solving and time management skills through the competition.

Fubon Commercial Bank Cup Futures Simulation competition, Merit prize 2018

- Competed with 190 participants and entered the top 20.

- Gained knowledge and experience of investment markets.

Elite Campus Volunteer Organization

- Improved teamwork and communication skills through holding different kinds of speeches and activities (over 10 activities).

- In charge of art design and promotion on social network platforms for several events.

MSc Business Analytics

Georgina Prosser

LinkedIn: www.LinkedIn.com/in/georgina-prosser-7bab24167/

Current Course of Study: MSc Business Analytics

Educational History: Bachelor of Mathematics with Statistics with 65% (Upper Second-Class Division), University of Surrey, Guildford, United Kingdom

Work Experience: Customer Quality and Network Development Analyst, Audi UK – Volkswagen Group UK, Milton Keynes, United Kingdom

Customer Assistant, Tesco PLC, Lewes, United Kingdom

Netball Coach, Surrey Storm – Surrey Sports Park, Guildford, United Kingdom

Skills and/or 'expert' knowledge: Knowledge of GDPR policy

Proficient in R, SPSS, Matlab, programming languages

Advanced user all Microsoft Office Software

Strong leadership and teamwork skills developed from a sporting background (Level 1 Netball Coach Qualification)

Nationality: British

Languages: English (Native) and French and Spanish (GSCE Level)

Achievements:

- Managed the Audi Network Undergraduate Programme, the programme is now ranked in the top 50 medium sized employers by RateMyPlacement.

- Created and developed analysis on the worst performing Audi dealerships for Management team meetings.

- Led a team looking into digitalization for Volkswagen Commercial Vehicles. Our recommendation is currently being rolled out in dealerships across the country.

- Overcame a serious physical injury to regain a high level of sports performance.

- Generated a new level of insight by representing complicated data in a more understandable format for the management team at Audi UK which is now included in monthly director reports.

Heidi Khetani

LinkedIn: www.LinkedIn.com/in/heidikhetani/

Current Course of Study: MSc Business Analytics

Educational History: Bachelor of Science in Mathematics with first class honours, University of Surrey, Guildford, UK

Work Experience: Knowledge Manager, PTC, Farnborough, UK

Technical Leader, PTC , Farnborough, UK

Senior Support Engineer, Mathsoft, Camberley, UK

Data Analyst, Mars Electronics, Reading, UK

Skills and/or 'expert' knowledge: Proficient in Python, R, SPSS, SQL query language, Hyperion, Maple

Advanced user of Microsoft Office (Word, Excel, Outlook, PowerPoint, Access), Windchill, Mathcad, Salesforce, Sales Logix

Certified in Knowledge Centered Service (KCS) v6 practices

Nationality: British

Languages: English (Native), French and German (Elementary)

Achievements:

- Implemented automated article feedback assignment to reduce the world-wide article feedback backlog by 80%.

- Designed, deployed and maintained Knowledge Centered Service (KCS) processes in the global PTC technical support organisation which improved organisational effectiveness and efficiency by 20%.

- Used data driven decisions to develop new ways to share knowledge with customers and increase self-help usage by 25%.

- Analysed large volumes of complex numerical data using statistical methods to create specifications for coin acceptance mechanisms used in thousands of vending machines world-wide.

MSc Business Analytics

Hok Hin Cheang

LinkedIn: www.LinkedIn.com/in/hok-hin-cheang-82480b195

Current Course of Study: MSc Business Analytics

Educational History: Bachelor of Mathematics with Second Class Honours (Division I), Keele University, Keele, Staffordshire, United Kingdom

Work Experience: Teaching Assistant (Volunteer) for Mathematics, St. John Fisher Catholic College, Newcastle-under-Lyme, United Kingdom

Skills and/or 'expert' knowledge: Entry-level Visual basic from A-level (similar to R, Python and C++).

Ability to explain complex mathematical concepts in a simple way to people with different learning abilities.

Ability to use statistics and mathematical modelling to interpret data in real-world scenarios for problem-solving.

Nationality: Portuguese, Chinese (Macao)

Languages: Cantonese (Native), English and Mandarin (Proficient)

Achievements:

- Managed and built sound working relationships with teachers and a class of around 20 pupils during the teaching assistant volunteering.
- Developed a flexible and well-liked creative mindset by observing co-workers.
- Enabled pupil with learning difficulties to understand mathematical concepts who was struggling in the classroom.
- Saved £200 budget by comparing similar products and making decisions as a customer.

João Van-Dúnem

LinkedIn: www.LinkedIn.com/in/jvandunem/

Current Course of Study: MSc Business Analytics

Educational History: BSc in Economics 2:2 University of Kent, Canterbury, United Kingdom-

Work Experience: Intern Deal Advisor, KPMG, Lisbon, Portugal

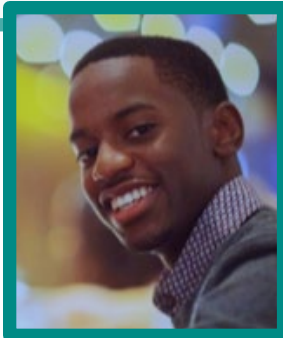Business Intelligence Intern, Unitel, Luanda, Angola

Skills and/or 'expert' knowledge: Knowledge of R, SPSS, Stata and Python

Proficient in R, SPSS Modeller, Stata and Python

Advanced user of Excel, PowerPoint, Microsoft Word, (Microsoft Office Suite)

Nationality: Portuguese

Languages: English (Proficient), Portuguese (Native), Spanish (Proficient) and French (Elementary)

Achievements:

- Assisted in the valuation process for a merger between two energy companies at KMPG.
- Conducted Discounted Cash Flow and "Comps" Analysis to achieve a fair price for merger clients at KPMG.
- Segmented client base and implemented targeted pricing, advertising and promotions at Unitel.
- Assisted in the development of Data Warehousing at Unitel.

MSc Business Analytics

Viet Hoang Ho

LinkedIn: www.LinkedIn.com/in/viet-hoang-ho-5ba443152/

Current Course of Study: MSc Business Analytics

Educational History: Foundation programme in Business, Finance and Management with 77% (Distinction), Bellerbys College Brighton, Brighton, United Kingdom

BSc in Finance and Business with lower 2:2 Division, University of Sussex, Brighton, United Kingdom

Work Experience: Finance and Accounting Internship, Thang Loi Hotel, Hanoi, Vietnam

Skills and/or 'expert' knowledge: Knowledge of key concepts in Economics, Finance, Accounting and business management.

Capability in utilizing techniques and tools to analyse data related to business operations. Proficient in SPSS, R

Skilled in using Microsoft Word, Excel and PowerPoint (Microsoft Office Suite).

Excellent in planning and preparation. Logical organisation and time management skills.

Nationality: Vietnamese

Languages: Vietnamese (Native) and English (Intermediate)

Achievements:

- Received a scholarship by IPC University of New Zealand in 2013 worth NZ$ 7,000/year (Seg Scholarship A).

- Achieved an IELTS score of 7.5, with 8.0 in Listening and 7.0 in Speaking.

- Achieved a distinction with an overall of 77% in Bellerbys College Brighton.

Ahmed Modibbo

LinkedIn: www.LinkedIn.com/in/ahmed-modibbo

Current Course of Study: MSc Business Analytics

Educational History: Bachelor of Science in Accounting with 3.24/4.0 (Second Class Upper), American University of Nigeria, Adamawa, Nigeria

Work Experience: Internship, DMA Group Investments Advisory, Lagos, Nigeria

National Youth Service Corps, Petroleum Equalization Fund (Management) Board, Abuja, Nigeria

Skills and/or 'expert' knowledge: Beginner in SPSS, R and Python

Advanced user of Microsoft Office Suite

Nationality: Nigerian

Languages: English (Native) and Fulfulde (Advanced)

Achievements:

- Coordinated digitsation process of company assets worth over 2 million naira.

- Received a certificate in recognition of service to my country.

MSc Business Analytics

Ile Homamenim Elizabeth

LinkedIn: www.LinkedIn.com/in/homa-ile-17372a196/

Current Course of Study: MSc Business Analytics

Educational History: Bachelor of Economics (Second class upper Division), Babcock University, Ogun state, Nigeria

Work Experience: Administrative Assistant, PEBEC-Enabling Business Environment Secretariat, FCT-Abuja, Nigeria

Front Desk Attendant, Travelodge, Lake George, New York, USA

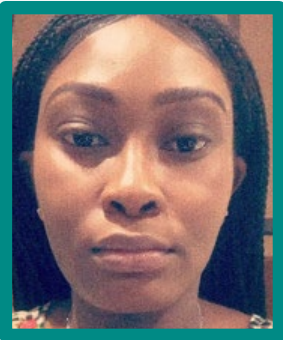Front Office Attendant, Rite Aid Pharmacy, Lake George, New York, USA

Skills and/or 'expert' knowledge: Great team work, leadership, analytical, oral and written communication skills

Beginner knowledge in R programming language

Intermediate user of SPSS modeler package

Proficient user of MS Word, Excel, PowerPoint (Microsoft Office Suite)

Beginner's knowledge of Project Management and Customer Relationship Management

Nationality: Nigerian

Languages: English (Native), French (Beginner)

Achievements:

- Worked with a team of colleagues that organised an award for Public and Private sector individuals who were dedicated to the Ease of Doing Business cause under the office of the Vice President of my country.

- Restructured the filing system at the Ease of Doing Business Secretariat.

- Managed the team of J1 student staff working at the Travelodge to ensure smooth running of the hotel and also boosting customer satisfaction.

Lawrence Sturgess

LinkedIn: www.LinkedIn.com/in/lawrence-sturgess

Current Course of Study: MSc Business Analytics

Educational History: BSc Mathematics (Lower Division), Lancaster University, Lancaster, United Kingdom

Work Experience: Logging Technician, Thames Water, Croydon, United Kingdom

Customer Assistant, The John Lewis Partnership, Banstead, United Kingdom

Mathematics Ambassador, Lancaster University, Lancaster, United Kingdom

Skills and/or 'expert' knowledge: Proficient in R programming language, LaTeX formatting and SPSS Modeller

Advanced user of Microsoft Office

Certificate in Bloomberg Market Concepts

Nationality: British

Languages: English (Native)

Achievements:

- Promoted Lancaster University's Boxing Club as president and saw the club membership double to 200 members since the previous year.

- Achieved the highest amount of water meters checked at Thames Water in the department by attaining 50% above daily target.

- Won the Bronze certificate in the UK Senior Mathematical Challenge 2015.

- Won my sixth forms Mathematician of the Year Award.

- Attained 90% in an undergraduate Mathematics Module 'Discrete Mathematics'.

MSc Business Analytics

Malick Sidibe

LinkedIn: www.LinkedIn.com/in/malick-sidibé-759496162

Current Course of Study: MSc Business Analytics

Educational History: GraD in Business Administration with 3.11/4.3 GPA, HEC Montreal, Montreal, Canada

BSc in Economics with 2.92/4.3 GPA, University of Montreal, Montreal, Canada

Work Experience: Business Development Trainee, Computer Technology SA, Abidjan, Ivory Coast

External Audit Trainee, PricewaterhouseCoopers, Ivory Coast

Commercial and Financial Services Trainee, Ivorian Refining Company, Abidjan, Ivory Coast
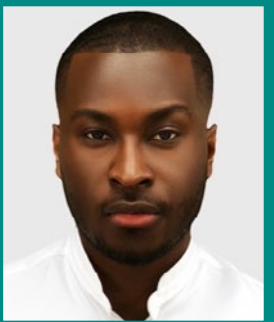
Skills and/or 'expert' knowledge: Knowledge of Econometrics, Data analytics, Statistics, External Audit (junior level)

Knowledge of Microsoft SQL Server, R, Stata, SQL, SPSS

Advanced user Microsoft Office Suite

Organised, Team worker, Open-Minded

Nationality: Dual nationality: Canadian and Ivorian

Languages: French (Native), English (Advanced) and Spanish (Elementary)

Achievements:

- Researched clients and collated information for 10 audit missions (Revenue size: £100K – £300M).

- Scheduled and conducted interviews with accounting staff; wrote up findings.

- Performed testing and analytical procedures on 5 types of accounts based on the Employer (PwC) requirements: Cash & cash equivalents, PPE, OPEX, Taxes and Wages accounts.

- Showcased the impact of education on wages from Canadian 2011 NHS using Mincer equation & Stata. Findings: 19%- 81% increase in wages considering the type of degree achieved and non-linear increase among degrees.

Usama Jamil

LinkedIn: www.LinkedIn.com/in/usama-jamil-b719a13a/

Current Course of Study: MSc Business Analytics

Educational History: BSc in Economics & Mathematics with 69.65%

Institute of Business Administration, Karachi, Pakistan

Work Experience: Officer – Product Development & Agribusiness, Pakistan Mercantile Exchange Limited (PMEX), Karachi, Pakistan

Corporate Banking intern, Meezan Bank Limited, Karachi, Pakistan

Intern, Special Olympics Pakistan, Karachi, Pakistan

Skills and/or 'expert' knowledge: Excellent in Financial Statements Analysis, Modeling & Company Valuation

Proficient in R-Programming, Tableau, SQL, IBM SPSS Modeler, ILOG, Simio & Simul8

Advanced user of MS Word, PowerPoint, Excel

Nationality: Pakistani

Languages: Urdu (Native) and English (Proficient)

Achievements:

- Expanded PMEX product list by introducing new futures contract on the Exchange.

- Developed a new project from scratch: PMEX Global Trading Platform, a project which aimed to create a system of global trade for Pakistan's Agri produce.

- Designed and implemented an economic research database in PMEX, for internal department use.

- Undertook periodic analysis of financial statements of clients, liaised with multiple internal departments and assisted management for execution of day to day transactions in Meezan Bank.

- Successfully launched a marketing campaign and arranged a fund-raising event for Special Olympics Pakistan.

MSc Business Analytics

Vaisakhan Palamattathil Rajendran

LinkedIn: in.LinkedIn.com/in/vaisakhanpr

Current Course of Study: MSc Business Analytics

Educational History: Bachelor of Technology in Metallurgical and Materials Engineering with a CGPA of 8.00 (out of a total of 10.00), National Institute of Technology Karnataka (NITK), India

Work Experience: Operations Analyst, Headout, Bangalore, India

Data Analyst (Freelance), AltSoul, Bangalore, India

Content Marketer, Locus, Bangalore, India

Skills and/or 'expert' knowledge: Knowledge of Data Mining and Modeling, Visualisation, Supply Chain Analytics, Machine Learning

Proficient in R, Python, Tableau, SPSS Modeler

Advanced user of SQL and MS Excel

Nationality: Indian

Languages: English (Fluent), Hindi (Intermediate), and Malayalam (Native)

Achievements:

- Generated data mining models to filter out fraudulent reservations that came in via the Headout app interface, which went on to reduce chargeback cases by over 60% in 2 months.

- Developed SEO-based marketing campaigns for Locus, which saw a 40% increase in conversion rates within a month.

- Managed the development of an android application for AJ Hospital & Research Centre that enabled patients to keep track of their treatment and reduced paperwork costs by over 30%.

- Determined the best alternative power source that could be harnessed by the hostel blocks at NITK, in terms of feasibility, efficiency, and sustainability. My solution would slash costs by over 60%, while retaining the quality of services.

Waleed Yousuf

LinkedIn: www.LinkedIn.com/in/waleed-y-86269391/

Current Course of Study: MSc Business Analytics

Educational History: Petroleum and Mechanical Engineering with First Class Hons, University of Salford Manchester, Salford, United Kingdom.

Work Experience: Operational and Field Engineer, Al – Saida EST., Riyadh, Saudi Arabia.

Petroleum Intern, Oil and Gas Development Co. Ltd., Islamabad, Pakistan.

Mechanical Intern, Guralp Vinç, Izmir, Turkey.

Sales Assistant – Part time, Texaco, Manchester, United Kingdom.

Skills and/or 'expert' knowledge: Knowledge of work force efficiency in a business & flow assurance for smooth running of projects

Critical thinker and leadership skills

Proficient in SolidWorks, SMACC, SAP, SPSS

Advanced user of Microsoft Office

Nationality: Pakistan, Residing in Saudi Arabia

Languages: English (Native), Arabic (Proficient) and German (Beginner).

Achievements:

- Awarded a work incentive bonus of 12,000 SAR for surveying, negotiating, and wining a new project bid of 1.5Million SAR and signing the agreement.

- Appointed as a spokesperson to the directors of company to coordinate and convey the status of various operation in the projects.

- Coordinated & facilitated with all the professional staff in the government companies and contractor companies regarding scope of work and fulfilling their needs.

- Led and managed high-skilled team of 110 business employees for several projects in the region that communicated valuable professional business mannerisms and ethics.

MSc Business Analytics

Oshiorenua Imokhai

LinkedIn: www.LinkedIn.com/in/oshiorenua-imokhai-89588a12b

Current Course of Study: MSc Business Analytics

Educational History: Bachelor of Science in Economics second-class upper (2.1), University of Essex, Colchester.

Work Experience: Trainee Auditor, Amedu Onekpe & co, Abuja, Nigeria

Junior consultant, Amedu Onekpe & co, Abuja, Nigeria

Skills and/or 'expert' knowledge: Knowledgeable in report writing, preparation of RFP (request for proposals)

Advanced user of Microsoft Word, Intermediate in Excel and PowerPoint

Intermediate in the use of Stata, familiar with R language and SPSS.

Nationality: Nigerian

Languages: English (Native)

Achievements:

- President of Nigerian Students Society (2015-2016); led the society and placed runner-up for best new society of the year. Also led the production of the first Nigerian themed fashion show in 2016. Led the team that raised £40 for charity in 6 hours for the annual Essex charity week.

- University of Essex Philanthropy impact report list 2017.

Raisa O'Leary

LinkedIn: www.LinkedIn.com/in/raisa-o-leary-015607a8/

Current Course of Study: MSc Business Analytics

Educational History: Bachelor of Science (BSc), Radiation Therapy 2.1

Trinity College Dublin, Ireland

Work Experience: Ultrasound Product Specialist, GE Healthcare, London & Southeast

Specialist Therapeutic Radiographer, Health Service Executive, Ireland.

Skills and/or 'expert' knowledge: Proficient user of R and SPSS

Advanced user of Microsoft Office Suite

Comprehensive knowledge in medical devices consulting

Nationality: Irish

Languages: English (Native) and Spanish (Advanced)

Achievements:

- Increased overall yearly sales revenue by 30% in my first year of post.

- Consistently achieved or overachieved yearly targets (>3mil annually).

- Won GE Key Contributor award in 2018.

- Held investment analyst role in Trinity Student Managed Fund.

- Nominated class rep of MSc Business Analytics.

MSc Digital Marketing and Channel Management

Hei Yu Stephanie Lo

LinkedIn: www.LinkedIn.com/in/stephanie-lo-b4289b131

Current Course of Study: MSc Digital Marketing and Channel Management

Educational History: Bachelor of Arts, Anthropology with Upper Second Honours, The Chinese University of Hong Kong, Hong Kong

Exchange Semester at University of Western Ontario, London, Canada

Work Experience: Consumer Marketing Assistant, The Estée Lauder Companies Inc. – M.A.C Cosmetics, Hong Kong

Social Media and Corporate Account Specialist, EF Education First Ltd., Hong Kong

Marketing and Fundraising Intern, Hong Kong Maritime Museum, Hong Kong

Skills and/or 'expert' knowledge: Thorough understanding of social media platforms and trends: Facebook, Instagram, Youtube, Snapchat, LindedIn, Pinterest

Advanced user of Microsoft Office Suite (Word, Excel, PowerPoint, Outlook) and SPSS

Knowledge of video editing software (Final Cut Pro, iMovie)

Nationality: Chinese

Languages: Cantonese (Native), English (Fluent), Mandarin (Fluent) and Spanish (Beginner)

Achievements:

- Managed M.A.C Cosmetics Hong Kong's Instagram account (@maccosmeticshk) and developed online campaigns that successfully boosted the average engagement rate per post from 0.75% to 1.6% in 5 months.

- Facilitated the launch of M.A.C Cosmetics Hong Kong's e-commerce site (www.maccosmetics.com.hk/en-hk/) on product translation and site promotion.

- Coordinated and oversaw the creation of online marketing materials, including social media content and online video advertisements.

- Established company's Facebook fan page and created social media content that reached 95k post engagement, resulting in a 30% increase in corporate website traffic and 10% increase in conversion rates.

Anisoara Kiosan (Ani)

LinkedIn: www.LinkedIn.com/in/anisoara-kiosan-86ba39152/

Current Course of Study: MSc Digital Marketing and Channel Management

Educational History: BSc International Business and Entrepreneurship with Lower Second, University of Essex, Southend-on-Sea, United Kingdom

Work Experience: Front Desk Manager, The Fielding Hotel, London, United Kingdom (Nov. 2018- Present)

Retail Customer Advisor, Three UK, Southend-on-Sea, United Kingdom (Jan. 2017- Nov.2018)

Peer Mentor, University of Essex, Southend-on-Sea, United Kingdom (Oct. 2017- June 2018)

Skills and/or 'expert' knowledge: Expert knowledge in using social media, email marketing, Search Engine Optimisation, Search Engine Marketing, Content Management/ Marketing

Possess excellent analytic skills, decision-making, problem-solving and team-working skills

Proficient user of Word, Excel, and PowerPoint (Microsoft Office Suite)

Nationality: Romanian

Languages: Romanian (Native), English (Proficient)

Achievements:

- Coordinated and facilitated 4 social and educational programs per month for 9 months for over 100 students as a Peer Mentor as desired or needed and participated in and completed all other duties as assigned.

- Received 90% positive feedback from the students I have mentored as a Peer Mentor.

- Managing a team of 20 hotel employees by assigning their duties daily and monitoring their work to make sure is up to standards. Improved the hotel's ratings by 10% by making sure the entire staff offers great assistance and services.

- Successfully handle money transactions on daily basis and ensure monies reconciled.

MSc Digital Marketing and Channel Management

Sydney Webb

LinkedIn: www.LinkedIn.com/in/sydney-webb-310344187

Current Course of Study: MSc Digital Marketing and Channel Management

Educational History: BSc Global Health and Social Medicine, 2:1, King's College London, United Kingdom

Work Experience: Marketing Intern, NHS Southampton City CCG, Southampton, United Kingdom (July 2019 – September 2019)

Marketing and Communications Assistant, St Swithun's School, Winchester, United Kingdom (June 2018 – July 2018)

Digital Skills Volunteer, Fulham Good Neighbours, London, United Kingdom (September 2018 – March 2019)

Skills and/or 'expert' knowledge: Digital marketing and technical skills: Knowledge and experience of social media marketing and market research, including statistical analysis and use of SPSS data analysis software. Proficient in MS Excel, PowerPoint and Word.

Used to working in teams in academic, sporting and professional environments, with experience also of working remotely.

Proficient in time management and in meeting deadlines.

Customer relationship skills developed through face-to-face contact with end users, ranging from children improving their reading skills to the elderly improving their digital skills, from refugees in India to the parents of public schoolgirls.

Nationality: British

Languages: English (Native)

Achievements:

- Challenged myself by participating in projects outside my comfort zone. Examples include: The National Citizenship Scheme, completing a course in Traditional Chinese Medicine and Culture at Shanghai Jiao Tong University, and working as a volunteer for Educare India.

- Completed my undergraduate dissertation ahead of schedule, having recruited 176 participants for a market research project and finished all research on schedule.

- Coached others to achieve their learning goals, conducting one-on-one sessions with children in the local library, with an elderly lady in Fulham, and with members of the refugee community in Dharamshala, India.

- Completed two digital marketing research projects for NHS Southampton City CCG, with the CCG now planning to adopt some of my conclusions and recommendations.

Nicha Kongsomboon

LinkedIn: www.LinkedIn.com/in/nicha-kongsomboon-224352197

Current Course of Study: MSc Digital Marketing and Channel Management

Educational History: Bachelor of Business Administration with Second Class of Honour (Marketing Major), Mahidol University International College, Nakhon Pathom, Thailand

Work Experience: IGRAD-Management Trainee, Holiday Inn Chiangmai, Chiangmai, Thailand

Merchandising Assistant, Pacifica Elements Co., Ltd., Bangkok, Thailand (Fashion Retail Business)

Skills and/or 'expert' knowledge: Knowledge of retail and merchandising procedures

Advanced user of MS Word, MS Excel, MS PowerPoint

Competent user of SAP, SPSS and Qualtrics

Basic skills in Adobe Photoshop and Illustrator

Nationality: Thai

Languages: Thai (Native), English (Advanced)

Achievements:

- Established effective external and internal cross-functional relationships ensuring all information was organised in an accessible manner for all related parties.

- Researched new fashion trends and prepared product training materials for over 40 staff across 12 stores.

- Planned monthly content for social media posting on local digital channel and Facebook with approximately 3,000 users and 25K followers respectively.

- Facilitated the work flow between internal and external parties for 3 new stores opening to meet the set timelines.

- Appointed twice as Coordinator of the Retail Marketing team by headquarters (Camper, Spain) and organised a regional product training seminar for participants from over 5 countries.

- Monitored product shipment and tracking, and managed monthly stock replenishments and allocations to over 10 stores.

MSc Digital Marketing and Channel Management

Prerna Rachel Seymour

LinkedIn: www.LinkedIn.com/in/prerna-rachel-seymour-digimarketer

Current Course of Study: MSc Digital Marketing and Channel Management

Educational History: MSc in Management with 7.76 GPA,
ICFAI Business School, Mumbai, India

Bachelor of Commerce with 69%, Bangalore University,
Bangalore, India

Work Experience: Senior Digital & Social Media Research Analyst, Course5
Transformative Intelligence, Mumbai, India

Marketing Intern, ATOM Technologies, Mumbai, India

Marketing & HR Intern, Courtyard by Marriott, Bhopal, India

Skills and/or 'expert' knowledge: Knowledge of Google Analytics and Google Trends'
policy and procedure

Proficient in Social Listening tools – Brandwatch,
Synthesio, Sysomos and Talkwalker

Advanced user of Microsoft Office
(Word, Excel, PowerPoint, Publisher)

Nationality: Indian

Languages: Hindi (Native), English (Proficient) and German (Beginner)

Achievements:

- Led social media projects to deploy the best analytical techniques to curated
unstructured-social data.
- Managed teams and, developed and deployed testing hypotheses/
conceptualised framework for social listening projects.
- Coordinated and successfully delivered social listening projects to top global
tech companies.

Wong Jiaxin

LinkedIn: www.LinkedIn.com/in/jiaxin-wong-

Current Course of Study: MSc Digital Marketing and Channel Management

Educational History: BA Mass Communication, 2:1,
University of Hertfordshire, United Kingdom

Diploma in Mass Communication with Distinction, INTI
International University, Nilai, Malaysia

Work Experience: Cafeteria Server, University of Hertfordshire, United
Kingdom

Operations Executive, Clicks Communication,
Selangor, Malaysia

Teaching Assistant, JB Ballet Academy, Malaysia

Skills and/or 'expert' knowledge: Knowledge of Adobe Photoshop, Illustrator, InDesign,
Premium Pro and Dreamweaver

Advanced users of Word, PowerPoint, Excel
(Microsoft Office Suite) and SPSS

Experienced in social media management, content
marketing and branding

Nationality: Malaysian

Languages: Chinese (Native), English (Proficient),
Malay (Advanced), Cantonese (Proficient)

Achievements:

- Designed and developed a media package for an Indian food take away restaurant,
Curry Leaf in Watford, UK including logo design, promotion and seasonal poster,
videos and managed social media account.
- Designed a website for a hotel in Malaysia with Adobe Dreamweaver.
- Achieved Dean's Award in the 3rd and 6th semesters at INTI International University.
- Managed the post campaign report of MINI COUNTRYMAN, Malaysia, 2017.
- Helped in the development of the campaign of Celcom OTT, ERA, Proton Iriz, and
XPAX x Kelentong campaign, Malaysia 2017.
- Awarded the consolation prize in THE FUTURE OF LEARNING video competition
2016, INTI International University.

MSc Digital Marketing and Channel Management

Grace Crozier

LinkedIn: www.LinkedIn.com/in/grace-crozier-25b28916b/

Current Course of Study: MSc Digital Marketing and Channel Management

Educational History: BA(Hons) Film Studies, 2:1, University of Warwick, Coventry, United Kingdom

Work Experience: Performance Marketing Assistant, ASOS, London, United Kingdom

Digital Marketing Assistant, YMU Group, London, United Kingdom

Account Manager, AMV BBDO, London, United Kingdom

Skills and/or 'expert' knowledge: ECDL (European Computer Driving Licence) Qualification

Proficient in Word, Excel, PowerPoint, Publisher

Advanced knowledge in Advertising, Digital Marketing and Social Media

Nationality: British

Languages: English (Native)

Achievements:

- Appointed Women's First Team Tennis Captain at the University of Warwick (2017-18).

- Achieved a Distinction in GOLD Award LAMDA Qualification (London Academy of Music & Dramatic Art).

- Managed the winning pitch on the prestigious Abbott Mead Vickers advertising work experience programme.

- Captained my School's tennis team to the national finals two years running.

- Led a team of fifteen students to produce Warwick University's first Horror Film Festival.

MSc in Human Resources Management

Blessing Akpan

LinkedIn: www.LinkedIn.com/in/edidiong-akpan-7a5aa714b/

Current Course of Study: MSc Human Resources Management

Educational History: BSc in Education Management / Accounting, University of Port Harcourt, Rivers, Nigeria

Work Experience: Office Administrator, Danmi Concept, Lagos, Nigeria

Intern, Payporte, Lagos, Nigeria

Customer Service Rep, British American Tobacco, Port Harcourt, Nigeria

Skills and/or 'expert' knowledge: Knowledge of office administration policy

Proficient in time management, good communication, team work

Advanced user of Microsoft Word, Excel, PowerPoint, and Microsoft Teams

Nationality: Nigerian

Languages: Ibibio (Native), English (Fluent), French (Beginner)

Achievements:

- Generated funds for approximately 100 children in the "Back to school" reach out campaign.

- Hired 20 hair stylists for the re-launch of Darling Nigeria.

- Monitored a catering team for Lagos Fashion Week.

Ketevan Topuriya

LinkedIn: www.LinkedIn.com/in/keti-topuriya

Current Course of Study: MSc Human Resources Management

Educational History: BSc Psychology (Second class), University of Derby, UK

Work Experience: Customer Support Agent at KPAX Marketing Online, Cyprus

Social Media Management and Content Creation at NMORE Group, Cyprus

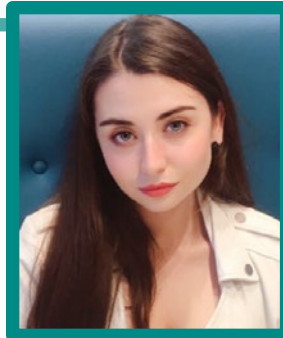PR and Communications Assistant at Transaero Airlines OSCJ, Larnaca Airport, Cyprus

Skills and/or 'expert' knowledge: Experienced in SMART data metrics and statistical analysis through IBM's SPSS software platform.

Practised in e-commerce, digital marketing, social networking, and photography.

Experience web designer – designed educational website for A-level Psychology students

Many years' involvement in several theatre productions as an actress and director.

Talented illustrator using both traditional and digital drawing techniques

Nationality: Cypriot/Russian

Languages: Russian (Native), English (Fluent), German (Advanced), Georgian (Fluent)

Achievements:

- Received specialist knowledge of regulation and law through a training course for the online gaming industry.

- Managed social media advertisement, creating the best strategies using results from conducted split testing.

- Generated an increase in organic follower count and leads through the creation of original online content for various individual customers.

- Facilitated client acquisition and retention through building and maintaining interpersonal relationships.

MSc in Human Resources Management

Renuka Gurung

LinkedIn: www.LinkedIn.com/in/renukagurung1995

Current Course of Study: MSc Human Resources Management

Educational History: BA(Hons) Business and Management, 2:1, University of Sunderland, United Kingdom

Work Experience: Human Resource Placement, Royal Surrey, County Hospital, Guildford, United Kingdom

Customer Sales Assistant, Marks and Spencer, Swindon (Orbital), United Kingdom

Guest Services Officer, Regal Airport Hotel, Hong Kong, Hong Kong China

Skills and/or 'expert' knowledge: Knowledge of Employment Law in United Kingdom

Knowledge of Python

Proficient in Microsoft Office Suite (Word, Excel, Access, PowerPoint and Outlook)

Proficient organisation skills

Advance communication skills including written, verbal, non-verbal and visual.

Advance organisational skills

Nationality: British

Languages: Nepalese (Native), English (Advanced), Cantonese (Beginner), French (Beginner)

Achievements:

- Coordinated double sided printing for use in Regal Airport Hotel which effectively led to reduction of papers used monthly within the Telephone Department by less than 100 papers used previously.

- Developed communication skills with customers by building rapport with more than 100 customers in Marks and Spencer.

- Improved English of around 10 primary students by participating in voluntary activities to teach English in Hong Kong with HandsOn Hong Kong.

- Championed volunteering services by participating in 5 voluntary services.

Nisha Sharma

LinkedIn: www.LinkedIn.com/in/nisha-sharma-714845187

Current Course of Study: MSc Human Resources Management

Educational History: BSc Sociology, 2:1, University of Roehampton, United Kingdom

Work Experience: Check-in Agent, Menzies Aviation, Heathrow, England

Admin Secretary, Recognition Express, Slough, England

Administration Assistant, Slough Volunteering Centre, Slough, England

Skills and/or 'expert' knowledge: Knowledge of research procedures

Excellent communication skills

Proficient user of Microsoft Office Word, Excel, Word, PowerPoint and Microsoft Teams

Nationality: British

Languages: Hindi (Native) and English (Fluent)

Achievements:

- Led and organised 10 lessons about the history of Windsor Castle.

- Monitored and taught 28 (challenging) young children at a volunteering centre.

- Developed and managed a research project on vulnerable individuals who have been excluded by society.

MSc in Human Resources Management

Hamza Kiyani

Current Course of Study: MSc Human Resources Management

Educational History: BSc (Hons) Marketing, 2:1, University of York, York, United Kingdom

Work Experience: Customer Service Team Member, Ocado, Park Royal, London, United Kingdom,

Sales Associate, Ernest Jones, Wembley, London, United Kingdom,

Customer Assistant, Boots Pharmacy, Brent Cross Shopping Centre, London, United Kingdom,

Skills and/or 'expert' knowledge: Confident user of IT packages including Microsoft Word, Excel and PowerPoint, Social Media Management, Adobe Photoshop, Search Engine Optimisation and Email Management

Strong written and verbal communication and clear literacy skills demonstrated in employment and academic study, as well as motivating a small team to achieve a common objective

Ability to adapt to suit the needs and efficient operation of the organisation, and embracing new challenges by learning from others

Capacity to make decisions through critical thinking with a problem-solving approach to accomplish goals and overcome obstacles

Nationality: British

Languages: English (Native), French (Beginner) and Urdu (Proficient)

Achievements:

- Captained a team of 12 to the semi-final of a cricket tournament through teamwork and verbal communication as well as learning the importance of using my own initiative.

- As course representative for BSc Marketing, I worked with senior staff to implement changes for the course, increasing my confidence and developing my oral and written communication skills.

- Facilitated a campaign for charity and raised over £300 through social media management, teaching me about organisation and time management.

- Volunteering during my time studying in college despite the fact that I was also working part time, I understood the significance of organisation and planning.

Harmeet Singh Guruwar

LinkedIn: www.LinkedIn.com/in/harmeet-guruwar-86552a177/

Current Course of Study: MSc Management

Educational History: BA International Business with Spanish and Study Abroad (University of Hertfordshire, Hatfield)

Work Experience: General Sales Assistant + Key Holder, Matalan Retail Ltd, Kingston upon Thames, UK

Sales Consultant, Next Plc, Hatfield, UK

General Assistant + Key Holder, Surbiton Food & Wine, Surbiton, UK

Marketing Intern, The Dpointgroup, Barcelona, Spain

Skills and/or 'expert' knowledge: Proficient user in MS Office Word, Excel and PowerPoint – Creating Business reports and updates

Expert knowledge of food and fashion retailing:

- Attention to detail (organisation, visual merchandising and stock checking)

- Business awareness (loss prevention, product knowledge and product sourcing)

- Customer service (greeting customers, product recommendation and resolving complaints

- Information technology (cash registers, point of sale systems, analysing data and RFID device

Experience of communicating with management, staff and third-party providers (suppliers)

Proficient Interpersonal Skills – Supplier Relationship Building

Nationality: British

Languages: English (Native), Punjabi (Native), Spanish (Intermediate)

Achievements:

- Successfully managed a 7-person team in running retail operations at Matalan Retail Ltd.

- Maintained 130% efficiency at stock process at Next Plc throughout my 13 months tenure.

- Generated 12% gross profit margin increase in first 6 months at Surbiton Food & Wine Ltd through sourcing and negotiating new cheaper and high-quality supply.

- Awarded employee of the month at Matalan Retail Ltd (2019) for excellent contribution and dedication during the new management change phase.

- Significantly reduced stock-loss through the suggestion of implementing a 'Red route' walk at Matalan Retail Ltd that all staff must take before start of shift.

Rachit Krishna

LinkedIn: www.LinkedIn.com/in/rachitk96/

Current Course of Study: MSc Management

Educational History: Bachelor of Technology (Environmental Engineering) at Delhi Technological University, New Delhi, India

Work Experience: Intern, Delhi Pollution Control Committee (DPCC), New Delhi, India

Intern/Project Intern, The Energy Resources Institute (TERI), New Delhi, India

Skills and/or 'expert' knowledge: Advanced report writing

Ability to analyse PERT and CPM charts and produce relevant output

Experience of Field Work

Technical and analytical abilities (Basic IT and electrical engineering, programming, HTML, C, fluid dynamics/ water engineering, environmental impact assessment and auditing, project management)

Nationality: Indian

Languages: Hindi (Native), English (Fluent), French (Basic), Sanskrit (Basic)

Achievements:

- Co-authored a research paper on "Using bio-signal rings to reduce emissions from polluting vehicles" in group of 5, which was later published

- Lead a team of volunteers for setting up of blood donation camp under Rotaract club in Delhi Technological University, India

- Carried out experiments and created project report on "Indoor air quality in an office building" during internship and TERI

- Awarded "Shreshth Puraskar" for excellence in academics

MSc Management

Shafia Shahid

LinkedIn: www.LinkedIn.com/in/shafia-shahid-4457ab196

Current Course of Study: MSc Management

Educational History: Bachelor of Business and Management (2:2), University of London International Programmes

Work Experience: Director, Arion Construction Co. SMC Private Limited Company, Islamabad, Pakistan.

Intern, OMV, Islamabad, Pakistan.

Intern, Oil & Gas Development Company Limited, Islamabad, Pakistan.

Intern, Pakistan Red Crescent Society, Islamabad, Pakistan.

Skills and/or 'expert' knowledge: MS Word, MS Excel, MS PowerPoint (Advanced)

Knowledge of People Analytics and leading teams

Proficient negotiation skills at a variety of levels

Proficient technical project management skills – budgeting, designing work schedules

Nationality: Pakistani

Languages: Urdu (Native) and English (Fluent)

Achievements:

- Hired engineers, skilled and unskilled labourers for onsite project work.

- Coordinated and developed budgets for a number of projects in 3 different industries – construction, oil and gas, and emergency services.

- Negotiated daily wages rates for civil works, and managed the billing of invoices in 3 different industries.

- Created work schedules and supervised a diverse skilled team. (2 engineers, 5 skilled and 7 unskilled laborers)

- Volunteered at Shaukat Khanum Memorial Cancer Hospital & Research Centre for the Zakat.

Yun-Fang, Shen

LinkedIn: www.LinkedIn.com/in/yun-fang-shen-907694195/

Current Course of Study: MSc Management

Educational History: Bachelor of Public Administration, National Taipei University, Taipei, Taiwan

Work Experience: Sales Representative, Hung-Chi International Co., Ltd, Taipei, Taiwan

Sales Representative, Taieasy International Co, Shanghai, China

Shipping Assistant, Taieasy International Co, Taipei, Taiwan

Skills and/or 'expert' knowledge: Knowledge of garment and supply chains

Proficient in recruitment, consultation, cost evaluating

Advanced user of ERP, Oracle and Microsoft Office Suite

Nationality: Taiwanese

Languages: Mandarin (Native) and English (Fluent)

Achievements:

- Recruited/arranged students to get a job overseas.

- Handled the supply chain and quotation for several international brands.

- Negotiated quality, technology, and price with suppliers of fabric and accessories.

- Communicated with sample room to make sure every sample was accurate and delivered to customers on time.

- Supervised the timely delivery of garments to customers.

- Checked that payments were made on time with correct amounts.

- Liaised with banks.

MSc Management

Aya Asali

LinkedIn: www.LinkedIn.com/in/aya-asali-a7ab03152/

Current Course of Study: MSc Management

Educational History: BSc Politics and Economics, 2:1,
University of Surrey, Guildford, United Kingdom

Work Experience: Entrepreneurship Intern, Zain –
Telecommunications company in Amman, Jordan

Senior Student Recruitment Ambassador, University of Surrey,
Guildford, Surrey, United Kingdom

Marketing Intern, Injaz – NGO, Amman, Jordan

**Skills and/or
'expert' knowledge:** Knowledge of research design, statistical model for
entrepreneurship development and marketing

Proficient communicator with experience of public speaking

Advanced user of Microsoft Office Suite and STATA

Nationality: Jordanian

Languages: English, Arabic and Spanish (Intermediate level)

Achievements:

- Facilitated and designed a communications platform for start-ups in the Middle East
  to enhance entrepreneurship.

- Coordinated a technology hackathon with over 200 participants in Irbid, Jordan.

- Elected by student body to become a Students' Union representative as well as
  a course representative.

Hubert Derex-Briggs

LinkedIn: www.LinkedIn.com/in/hubert-derex-briggs-741180138/

Current Course of Study: MSc Management

Educational History: BA (Hons) Business Management, 2:1,
Coventry University, United Kingdom

Work Experience: Internship at Shelter microfinance bank, working in the human
resource and finance departments, as well as shadowing the
managing director.

Team member at Artifactually, helping the business owner
package and sell handmade seasonal ornaments to large
retail stores.

Warehouse Operative and staff at St. James Park working for
APG recruitment.

**Skills and/or
'expert' knowledge:** Proficient written and oral communication skills

Ability to carry out quantitative and qualitative research

Ability to carry out critical analysis and present the result

Nationality: Nigerian

Languages: English (Native), French (Basic), German (Basic)

Achievements:

- Member of the National Honour Society for academic achievement.

- Participated in the Duke of Edinburgh Award.

- Participated in the High Achievers Programme – a leadership course set up in Essex.

- Captained school football team and member of Team Surrey men's football.

MSc Management

Han Fei Fei (Ashley)

LinkedIn: www.LinkedIn.com/in/ashley-han-45118ba3

Current Course of Study: MSc Management

Educational History: Bachelor of Management in Financial Management, Dongbei University of Finance and Economics, Dalian, China

Work Experience: Project Manager, Shenzhen Asset Management Association, Shenzhen, China

Chief Accountant and CFO of subsidiary, Shenzhen Media Group, Shenzhen, China

General Ledger Accountant, Huawei Technology Co., Ltd., Shenzhen, China

Skills and/or 'expert' knowledge: Proficient in Microsoft Office Suite

Advanced user of Oracle ERP System, Kingdee financial software

Knowledge of GAAP and IFRS

Nationality: Chinese

Languages: Mandarin and Cantonese (Native) and English (Proficient)

Achievements:

- Organised the first 'Shenzhen Global Tax Symposium' with Brown Brothers Harriman and professional guest speakers from their GTS department and KPMG in Shenzhen in 2017.

- Managed the risk investigation and regulatory compliance report of 43339 private investment firms in Qianhai Free Trade Zone under the instructions of Shenzhen Authority of China Securities Regulatory Commission in 2016.

- Improved the group's subsidiary — Shenzhen Union Media's business income by 10% through integrating budget and cost analysis effectively in 2013.

- Led the accounting process reformation in TV programme procurement worth 100 million RMB in 2008.

- Achieved inventory clearance and ERP system implementation in Sao Paulo, Brazil, in 2006.

Josef Moore

LinkedIn: www.LinkedIn.com/in/moorejp/

Current Course of Study: MSc Management

Educational History: First Class BA (Hons) English with Proficiency in French, University of Exeter, United Kingdom

Work Experience: Customer Service Assistant, Crew Clothing Company, Guildford, United Kingdom

Events Steward, G4S Plc., London, United Kingdom

Team Member, The Co-Op, Exeter, United Kingdom

Skills and/or 'expert' knowledge: Confident public speaker

Highly effective written and verbal communicator

Proficient user of Microsoft Office Suite

Entry-level Sage user

Nationality: British

Languages: English (Native) and French (Intermediate)

Achievements:

- Led Course Representatives for French, the largest modern languages cohort, at the University of Exeter.

- Appointed President of the Undergraduate Academic Journal, Exeter.

- Received the Gold Award in the Duke of Edinburgh scheme.

- Completed the Exeter Leaders' Award at the University of Exeter.

- Nominated for Student Employee of the Year (SEOTY) in 2017.

MSc Strategic Marketing

Hsing Chi, Chung

LinkedIn: www.LinkedIn.com/in/hsing-chi-c-0919hctr

Current Course of Study: MSc Strategic Marketing

Educational History: BA English Literature, Tamkang University, Taipei, Taiwan (R.O.C.)

Work Experience: Intern, Kaohsiung Museum of History, Kaohsiung, Taiwan (R.O.C)

Intern, YUAN-SHENG House rental centre, Taipei, Taiwan (R.O.C)

Teacher Assistant, CHIEN-TA cram school of education, Taichung, Taiwan (R.O.C)

Skills and/or 'expert' knowledge: Knowledge of marketing procedures and theories

Good level of critical thinking, analysis and team working spirit

Proficient in Word, PowerPoint, advanced user of Excel (Microsoft Office Suite)

Nationality: Republic of China (Taiwan R.O.C)

Languages: Mandarin (Native), English (Advanced)

Achievements:

- Participated in the Dale Carnegie Training Course and won the Achievement Award.
- Joined Feng Chia University education camp and participated in the creative campaign and awarded an Honourable Mention.
- Served as volunteer for the event of 30-hour Famine held by World Vision International.
- Held the annual event – the reunion party for the Transfer Student Union during college year in 2014.

Mohammed Hisham

LinkedIn: www.LinkedIn.com/in/mohammedhisham97

Current Course of Study: MSc Strategic Marketing

Educational History: Bachelor of Commerce with 7.91 GPA, Sacred Heart College, Cochin, India

Work Experience: Partner, Swarnam Group, Ernakulam, India.

Head of Digital Marketing, Swarnam Group, Ernakulam, India.

Marketing Head (North Kerala), Swarnam Group, Ernakulam, India.

Skills and/or 'expert' knowledge: Keen problem-solving skills – identify consumer needs that led to introduction of new products to the market as well as changes in the existing ones.

Eagerness to learn and work autonomously

Experience in management and leadership roles in marketing for 3 years.

Proficiency in Microsoft Excel, PowerPoint, and Word.

Nationality: Indian

Languages: English (Proficient)

Achievements:

- Managed a team of 80 marketing executives responsible for sales in North Kerala.
- Formulated a digital marketing strategy at a traditional family business, which raised brand awareness and increased average sales by 3-5%.
- Introduced new resources to develop the sales teams, and a mobile application to facilitate sales teams daily reports.
- Co-ordinated marketing events for motivational talks, professional training and product launches.
- Improved the communication channels with employees by setting new rules for the HR department including new employee feedback meetings
- Set new policies for partnerships to improve damage and loss prevention.
- Increased the sales of Swarnam Sesame Oil by 11 % in North Kerala within 3 months.

MSc Strategic Marketing

Shaima Al Araimi

LinkedIn: www.LinkedIn.com/in/shaima-al-araimi-64514115a/

Current Course of Study: MSc Strategic Marketing

Educational History: Bachelor of Operations Management with GPA 2.71, Sultan Qaboos University, Muscat, Oman

Work Experience: Sales Engineer, Al Alamia Engineering & Technical Services, Muscat, Oman

HR Manager, Al Alamia Engineering & Technical Services, Muscat, Oman

Skills and/or 'expert' knowledge: Presenting information and data to targeted audiences

Writing reports, flyers and office documents to a defined audience

Strong communication and documentation skills

Handling deadlines and work with multiple tasks

Advanced user of Word, PowerPoint and Excel (Microsoft Office Suite)

Nationality: Omani

Languages: Arabic (Native) English (Fluent - ILETS 8.0) Turkish (Conversational)

Achievements:

- Started an HR department from scratch in an organisation that didn't have one, this included creating the policies and procedures manual, employees handbook, forms, etc.

- Initiated an events program for the organisation to promote a fun working environment for the employees.

- Managed the recruiting process of an organisation by evaluating CV's, conducting interviews and hired 5 employees, 2 of which are department managers.

Dinara Nurakhmetova

Current Course of Study: MSc Strategic Marketing

Educational History: Bachelor of Business Management (Upper Second Class Honours), University of Surrey, Guildford, United Kingdom

Work Experience: Social Media Intern, Walton Jewellery, London, United Kingdom

Catering Assistant, Profiles Personnel, Farnham, United Kingdom

Skills and/or 'expert' knowledge: Knowledge of SEO, Facebook Ads and Google Analytics

Familiar with PhotoShop

Advanced user of Microsoft Office Suite

Nationality: Kazakh

Languages: Russian (Native), English (Proficient), Spanish (Beginner)

Achievements:

- Arranged an event for 30 people.

- Generated content for Instagram account of start-up company.

- Managed and improved the amount of audience (+50).

- Achieved certificate for outstanding work from P&G competition.

- Organised a crowdfunding campaign and raised £300 for a children's hospice.

MSc Strategic Marketing

Daniela Yaneva

LinkedIn: www.LinkedIn.com/in/danielapyaneva/

Current Course of Study: MSc Strategic Marketing

Educational History: BSc (Hons) Business Management with Second Class Honours (Upper Division), University of Surrey, Guildford, United Kingdom

Work Experience: Junior Manager of Logistics, ET Agro Plus, Pleven, Bulgaria

Volunteer, 'Detelina' Orphanage, Pleven, Bulgaria

Volunteer, Saint Trinity Church renovation campaign, Pleven, Bulgaria

Skills and/or 'expert' knowledge: Advanced user of Microsoft Office Suite (MS Word, MS Excel, MS PowerPoint)

Basic knowledge of Google Analytics, Facebook Ads and SPSS

Proven excellent time management skills

Strong verbal and written communication skills

High level of creativity and innovation

Ability to work effectively in a fast-paced environment without supervision as both individual and team player

Nationality: Bulgarian

Languages: Bulgarian (Native); English (Fluent); French (Advanced) and Italian (Beginner)

Achievements:

- Led a rhythmic gymnastics' team of 5 members for 10 years.

- Designed and developed successful crowdfunding campaign which raised the target of £400 for a child in need in 2016.

- Recognised as one of Surrey's top achievers for three consecutive years as part of Surrey's 'STARS' scheme.

- Coordinated more than 10 diversified teams during my 3 year bachelor's degree.

- Achieved an overall of 67 % for my bachelor's degree in business.

- Improved my academic, interpersonal and language skills during the 3 years at university through attending numerous workshops, career fairs and seminars and being enrolled in Global Graduate Award in French and Italian.

Valeria Bannikova

LinkedIn: www.LinkedIn.com/in/valeriebannikova/

Current Course of Study: MSc Strategic Marketing

Educational History: Bachelor of Business Administration (Marketing) with First Class Honours, University of Kent (Kent Business School), Canterbury, Kent, United Kingdom

Work Experience: Product Manager B2C, Rostelecom, Moscow, Russia

Product Intern B2C Rostelecom, Moscow, Russia

Skills and/or 'expert' knowledge: Practical knowledge of new product development process and post-launch monitoring

Advanced user of Windows and Apple Mac OS, Microsoft Office, IOS operating systems

Confident user of agile software (JIRA Software)

Intermediate user of Google Analytics

Nationality: Russian

Languages: English (Fluent), Russian (Native)

Achievements:

- Launched new partnership value-added service (VAS) for broadband customers in 6 months across 7 regions in Russia.

- Reduced the development costs of the new VAS by 50% via cross-team collaboration.

- Coordinated the achievement of project sales KPI's within 8 months (sales exceeded plan by 50%).

- Negotiated Revenue Share Agreement; 70% to the company, 30% to the partner.

- Led a cross-functional team of 16 members for the new product launch.

MSc Strategic Marketing

Charlotte Hammersley

LinkedIn: www.LinkedIn.com/in/charlotte-hammersley

Current Course of Study: MSc Strategic Marketing

Educational History: BA (Hons) Sociology and Theology and Religious Studies (2.1), University of Leeds, UK

Work Experience: Communications Intern, Financial Times, London, UK

Sales Support Co-ordinator, Financial Times, London, UK

Editorial and Advertising Work Experience, TI Media, London, UK

Skills and/or 'expert' knowledge: 'Expert' user of all Social Media platforms, Microsoft Office and Google Drive.

Proficient in video and photo editing.

Knowledge of Salesforce CRM software; email marketing software and GDPR; and HTML, CSS and JavaScript.

CMI Level 5 in Management Coaching and Mentoring.

Nationality: British

Languages: English (Native)

Achievements:

- Improved attendance at Leeds University Union's Mind Matters Society's events from 15 to 50 people through social media promotion.
- Led a team of 50 committee members from different welfare societies to improve welfare events and support at the University of Leeds.
- Helped organise the Financial Times Summer Party for over 400 guests including key MPs and CEOs of FTSE 100 companies.
- Co-ordinated over 40 netball matches as a Leeds University volunteer netball umpire.

Daniyal (Danny) Butt

LinkedIn: www.LinkedIn.com/in/danny-butt-13b30317b

Current Course of Study: MSc Strategic Marketing

Educational History: BSc Business Management (with Marketing), 2:1, University of Surrey, Guildford, United Kingdom

Work Experience: Sales Assistant, CEX, Camberley, England

Clerical Assistant (Summer 2012), University of Birmingham — EISU, Birmingham, England

Clerical Assistant (Summer 2013), University of Birmingham — EISU, Birmingham, England

Skills and/or 'expert' knowledge: Possess advanced knowledge in using Microsoft programmes — able to implement formulas in Excel and can design reports, leaflets via Word and Publisher.

Proficient in video editing and stop motion animation

Very competent in using various forms of technology ranging from PCs to tablets and mobile phones.

Able to give presentations confidently without the use of notes both solo and within a team — able to work efficiently and comfortably within groups

Nationality: British

Languages: English (Native), Urdu (Advanced) and Punjabi (Advanced)

Achievements:

- Flew solo at the age of 10 to Finland and attended a Finnish school called Paamajakoulu: I gave a 40-minute presentation entitled, 'Life in the UK' to an audience of 350 pupils, plus teachers and the Head of the School.
- Later delivered the same Presentation to academics at the Helsinki School of Economics.
- Aided and managed 40+ teaching assistants and 350+ postgraduate international students while working as a clerical assistant.
- Taught my mother at 10 years old how to use PowerPoint for her work.
- My video editing and animation competence later transferred into managing my own YouTube account where my videos have achieved a total in excess of 80,000 views.
- Achieved a brown belt in Karate — one below black belt and have taken part in numerous Karate tournaments across the country (London, Bristol, Worcestershire) where I have won multiple medals — one gold medal, three silver and one bronze.

MSc Strategic Marketing

Ross Hurley

LinkedIn: www.LinkedIn.com/in/ross-hurley

Current Course of Study: MSc Strategic Marketing

Educational History: BSc Business Management, 1st class, Swansea University, Swansea, United Kingdom

Work Experience: Financial Accountant, allpay Ltd, Hereford, United Kingdom

Pharmaceutical Counter/Dispensing Assistant, Dudley Taylor Pharmacies Ltd, Hereford, United

Skills and/or 'expert' knowledge: 'Extensive knowledge of key marketing concepts and processes

Proficient in report writing, research, presenting and project leading

Advanced user of Word, Excel, PowerPoint, Qualtrics, SPSS, Photoshop and Web browsers

Competent at leading, motivating and coaching both individuals and groups

Nationality: British

Languages: English (Native)

Achievements:

- Achieved a level 1 qualification from Sport England in sports coaching to coach Ultimate Frisbee (2017).

- Coached a group of 20 children, aged 11-15 in Ultimate Frisbee at Surrey Sports Park (2019).

- Selected to lead my colleagues in the final year project element of my undergraduate degree, achieving a 1st class grade (2019).

- Initiated the idea and helped develop the Instagram marketing strategy at Peter Lynn & Partners Ltd by enhancing the 'stories' element as part of their digital marketing project (2019).

Viktoria Manoilova

LinkedIn: www.LinkedIn.com/in/viktoria-manoilova-326b93141/

Current Course of Study: MSc Strategic Marketing

Educational History: BSc (Hons) Business Management with 2.1 Second Class (Upper Division), University of Surrey, Guildford, UK

Work Experience: Catering Assistant, Nuro Catering, Guildford, UK

Catering Assistant, At Your Service (AYS), various locations in UK

Supervisor, Sushi Lab, Guildford, UK

Group Leader, 'International Youth Fellowship (IYF) Korea', Plovdiv, Bulgaria (Volunteer)

Volunteer at the International Youth Festival-Contest of Arts the Muses, Sozopol, Bulgaria

Skills and/or 'expert' knowledge: Advanced user of Microsoft Office (Word, PowerPoint, Excel, Access and Publisher)

Effective team working skills developed due to group projects and team building assignments

Delivering exceptional customer service through working in the hospitality industry

Assisted with the training of new staff members

Basic knowledge in using Facebook Advertising and working with SPSS

Nationality: Bulgarian

Languages: Bulgarian (Native), English (Fluent), Greek (Beginner), Korean (Beginner)

Achievements:

- Won 3rd place in an IT competition when I was 12 years old.

- Received Diplomas from 'IYF Korea' for my active participation in promotional activities for various events being organized from 2014-2015.

- Awarded a gold medal and a diploma from the Art's Festival for successfully managing problems during the festival as well as creating advertising presentations for attracting new contestants (July 2017).

- Participation and retained certificates or diplomas from acting and dancing contests.

MSc Strategic Marketing

Zeina Khalaf

LinkedIn: www.LinkedIn.com/in/zeina-khalaf

Current Course of Study: MSc Strategic Marketing

Educational History: Bachelor of Business Administration with emphasis on Marketing, American University of Beirut, Beirut, Lebanon

Work Experience: Client Servicing and Social Media Intern, Grey Group, Beirut, Lebanon

Associate Product Manager, Feel22, Beirut, Lebanon
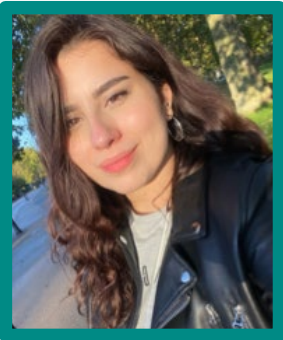
Purchasing Manager, Feel22, Beirut, Lebanon

Skills and/or 'expert' knowledge: Proficient in Shopify, MS PowerPoint, MS Excel and MS Word

Highly organised with strong attention to detail

Nationality: Ukrainian

Languages: English (Fluent), Arabic (Native) and French (Intermediate)

Achievements:

- Managed listing, display, and promotion of a product catalogue of 20,000+ products from 400+ cosmetic brands on Feel22.

- Negotiated with 200+ partner brands to implement and promote sale days such as Black Friday and Women's Day on Feel22.

- Optimised return on investment for partner brands' campaigns on Feel22 using consumer insights and sales reports creating best-selling offers and placing purchase orders accordingly.

- Created Instagram and Facebook content calendars and FAQs for two cosmetic P&G brands and one local F&B brand at Grey Group.

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