

Joanna Baptiste

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A self-motivated and creative Marketing graduate looking to bring enthusiasm and expertise to the forefront of a leading company's marketing department.

Work Experience

January 2016- December 2016: Marketing Internship, Locus

- Proposed and implemented some brand engagement techniques which proved effective ways of increasing brand engagement
- Prepared and delivered presentations /proposals to new and existing clients
- Monitored trends and encouraged adoption of social media platforms
- Tracked and analysed the effectiveness of the market research strategies for the brand

April 2015 - Present: Customer Service Representative, Marks & Spencer

- Providing a high level and personalised customer service
- Identifying clients' needs and making sure they are highly satisfied
- Helped fashion designers like Alexa Chung promote their brand within M&S and via social media platforms like Facebook and Twitter.
- The successes from these campaigns helped increase sales by 15% within 6 weeks.

January 2015- December 2015- Brand and Communication Internship, LSBU

- Supported the student business enterprise in developing campaigns for the university
- Created effective presentations to the student union and board of directors
- Engaged in different communications strategies in order to increase the outreach of the brand via social media platforms and newsletters
- Interpreted and analysed feedback from students, identified trends that enabled the promotion of appropriate solutions to optimise the experience of the university.

May 2011 - April 2015: Customer Service Team Leader, Nando's

- Working within a busy team ensuring that the service provided is very organised
 - Planning and organising promotions and campaigns (online and physically) to help improve awareness of the brand and boost sales.
 - Successfully increased the awareness of the brand and the expansion of sales for the store.
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Education

2015-2017: MSc International Marketing, London South Bank University

Core modules include: Advanced Digital Marketing, Brand Management, Cross Culture Consumer Buying Behaviour and Strategic International Foreign Market Entry

2012-2015: BA (Hons) Marketing, London South Bank University

Core modules include: Digital Marketing, Marketing Communications, Market Research, Public Relations and Supply Chain & Logistics

2009-2012: A Levels, Barnet College

Subjects include: *Business Studies, English Language & Literature and Government & Politics*

2004-2009: Secondary School (GCSEs), Haggerston Girls
(Grades A-C) including English and Maths

Key Skills:

- **Communication:** Assimilated a high level of communication and interpersonal skills, which I gained from being a Customer Service Representative at Marks & Spencer.
 - **Teamwork:** Through being a student at London South Bank University, I worked in numerous teams and obtained excellent team working skills. I was able to solidify this ability at my work places.
 - **Initiative:** Whilst being a team leader at Nando's, I developed the ability to act on my own initiative, as I had to make timely and effective decisions.
 - **Problem Solving:** I was able to develop strong problem solving skills while working on projects at University. I was then able to apply, solidify and improve on this skill at my work places.
 - **Computer skills:** Microsoft Office, Google Adwords, Google Adsense, MailChimp, Google Analytics amongst others.
 - **Leadership:** As demonstrated in my achievements I have proven to be a good leader. I have led teams whilst undertaking my postgraduate course and I have been nominated for my leadership skills as a student ambassador.
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Personal Interests

Fitness, Sports, Travelling, Reading Fiction

References

Available on request