

# ANTONIA ENABOSI

## MARKETING STUDENT

### CONTACT



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Guildford, Surrey

### QUALIFICATIONS

- Hootsuite "Social Media and You" Qualification
- GDPR Certificate
- Disability Awareness and Inclusion Certificate
- Creative media planning for Pearl&Dean

### EDUCATION

#### London South bank University

##### Marketing with Advertising and Digital communications Bsc

2022- Ongoing

Marketing with Advertising and Digital Communications BSc (2022 - Ongoing)  
Relevant Coursework: Data for Decision Making (1st), Principles of Marketing (1st), Marketing in a Digital World (2:1)

#### Woking College

Drama: A  
BTEC Business: Distinction  
\*Creative Media: Distinction \*\* (2020 - 2022)

#### Christs College Guildford

9 GCSEs: Maths (4), English Language (6), English Literature (7) (2016 - 2020)

### LANGUAGES

English (Native)

German (Intermediate)

### PROFESSIONAL PROFILE:

A passionate and driven marketing student with a strong foundation in digital marketing and content creation. Proven experience in developing impactful marketing campaigns, particularly on social media platforms like TikTok and Instagram. Eager to further develop skills in social media marketing and advertising, with aspirations to become a successful social media influencer.

### WORK EXPERIENCE

#### Pearl&Dean Marketing intern

15/07/24 - 22/07/24

- Campaign Development: Crafted comprehensive advertising campaigns in response to client briefs, including a high-profile project for Cointreau aimed at increasing brand awareness and desirability.
- Creative Strategy: Developed innovative and imaginative ideas to align with Cointreau's branding goals, emphasizing seasonal top-of-mind awareness and desirability.
- Design: Created mockup designs, i.e., premium invitations for influencers
- Market research identified and profiled influencers whose audience demographics and engagement matched client brand objectives.
- Partnership Initiatives: Identified and established strategic partnerships with summer and winter 2024 film releases, including potential tie-ins with Gladiator II

#### Bowl team member

2022 - Ongoing

Guildford Spectrum Leisure Centre

- Provided excellent customer service, offering informed recommendations and assisting with bookings and inquiries.
- Managed cash handling and adhered to GDPR regulations.
- Maintained a clean and welcoming environment for customers and staff.
- Resolved customer disputes and ensured positive outcomes.
- Completed opening and closing tasks to ensure operational efficiency.

#### Cafe Barista

2022-2023

The Smooth, Guildford

- Collaborated effectively with staff to prepare and deliver accurate coffee orders within target timeframes.
- Dedicated to creating high-quality coffee beverages with consistent presentation.
- Managed cash handling responsibilities effectively.

### SKILLS

- **Communication:** Excellent written and verbal communication skills, honed through experience in content creation and customer service.
- **Content Creation:** Proven ability to develop engaging and impactful content for social media platforms like TikTok and Instagram.
- **Creativity:** Strong creative thinking skills, demonstrated through academic achievements and experience in media production.
- **Digital Marketing:** Proficient in using social media platforms for marketing purposes, with a Hootsuite "Social Media and You" qualification.
- **Microsoft Office:** Strong proficiency in Microsoft Office Suite applications.
- **Teamwork:** Collaborative and team-oriented, with experience working effectively in diverse teams.
- **Pressure Management:** Ability to work effectively under pressure, demonstrated through experience in fast-paced customer service environments.
- **Emotional Intelligence:** High level of emotional intelligence, enabling effective communication and relationship building.
- **Event Planning:** Experience in planning and executing successful events, ensuring smooth logistics and a positive attendee experience.