

EDUCATION

2:1 Bachelor of Science (BSc) in Digital Media

University of the West of England 2022-2025

SKILLS

- Proven project leadership and teamwork
- Independent problem-solving
- Efficient remote working
- Time management
- Full & clean UK driving license

LICENSES & CERTIFICATIONS

Google Ads Search Certification

Google Analytics Certification

WORK EXPERIENCE

MARKETING & DIGITAL DEVELOPMENT INTERN Megawatt

JAN - APRIL 2025

On a strict 12-hour-a-week schedule, whilst balancing the academic demands of a final university year, I effectively executed multi-channel digital marketing, design and web optimisation projects at the company, successfully scaling user acquisition, updating digital resources and upgrading the teacher platform. Some of my key achievements and responsibilities can be found below.

Email Marketing & Automation:

I designed and released targeted monthly newsletters to our segmented teacher groups using Brevo. Building custom email templates from scratch, ensuring they loaded correctly on all devices, and programming contact automation loops to dynamically manage membership tiers.

UI/UX Design, Web Development & Optimisation:

Spearheaded the end-to-end design of the digital Resources Portal; developed interactive Figma prototypes, built responsive layouts using WordPress blocks, and optimised site-wide performance by compressing video and image assets up to 80%. Meticulously tested the portal on both desktop and mobile to find, report and help fix bugs.

Social Media Growth & Outreach:

Ran highly successful organic marketing campaigns across Facebook groups, and paid campaigns across Meta platforms (Instagram, Facebook, Messenger etc) to drive teacher registrations. Developed an exhaustive tracking system monitoring group size, response rates, and post success to optimise this process.

Market Research:

Conducted in-depth competitor research and SWOT analyses, compiling my findings into a detailed PowerPoint document to share with the founder. This ultimately helped refine the company's value and growth strategy.

Graphic Design:

Managed the graphic design for the French translation of the flagship card game using Adobe Illustrator and Photoshop, refactoring card architecture, vector elements, and text boundaries to house the expanded foreign text smoothly.

MARKETING & DESIGN OFFICER Megawatt

MAY - DEC 2025

Post-uni, I joined the team on a three-day-a-week schedule, with an expanded role spanning Growth Marketing, Creative Design, Outreach Strategy, Product Development, Performance Analytics, Talent Recruitment, and Stakeholder Representation. Some of my key achievements and responsibilities can be found below.

Marketing Growth & Acquisition:

I played a central role in scaling registered schools from a handful to **over 340+ schools organically** in 7 months, primarily through zero-budget, highly targeted Facebook group campaigns and strategic admin outreach.

CRM & Email Automation:

Cleaned and restructured the entire Brevo database into clear audience segments. Set up automated email workflows, including onboarding FAQs, non-open follow-ups, and 6-month post-workshop feedback requests, strengthening the customer nurture process alongside regular monthly newsletters.

Website Flow & Redesign:

Designed, mapped, and implemented a clear 5-step teacher registration journey, redesigning key site pages, including the Schools page, Resources Portal, Login page, About Us, and a custom 404 page.

TECHNICAL TOOLS & PLATFORMS

Design & Development:

Adobe Creative Suite

Figma (web/app design)

Wordpress

Canva

Web Creation(HTML/CSS&Bootstrap)

Marketing & Analytics:

Brevo

Google Analytics

Meta Ads

BigQuery

Looker Studio

Workplace Operations:

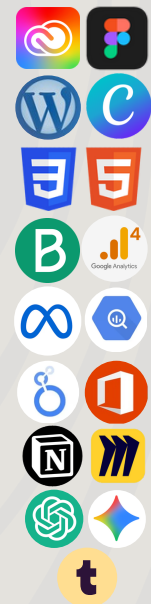
Microsoft Office Suite

Notion

Miro

AI (ChatGPT/Gemini)

Toggl (time tracking)



Form Optimisation & A/B Testing:

I audited the existing site registration forms, moving intensive fields such as pupil counts and SEN/FSM status to a post-registration backend process. I created and ran A/B testing campaigns on these site registration forms, both actions dramatically increasing signup conversions.

Social Media Management: Managed the company's social media across Facebook and Instagram, designing, scheduling, and managing organic posts using Meta Business Suite. Turned teacher testimonials and industry events into high-quality visual content.

Game Design & Development:

Worked as the UI/UX Lead and developer for the online game "Griddle". Designed responsive desktop, tablet, and mobile wireframes in Figma, coded game features and bug fixes utilising AI coding softwares, thoroughly tracked changes in a deployment log, and built a user bug-reporting tool that connects directly to a company Notion database.

Physical Teaching Asset Redesigns:

Audited and overhauled the existing educational assets; notably updating and redesigning the Country Case Study posters by replacing dated demographics with modern socio-economic KPIs (urbanisation rates, life expectancy, and average household income), also introducing a section highlighting energy mix changes over time.

Polish Game Translation Project:

I managed the entirety of the 5-figure Polish translation project, from design to B2B client management. This project included manually designing the entirety of the game, box and instructions using InDesign and Illustrator and also leading meetings with the Polish clients, showcasing changes, raising issues encountered and ultimately gaining sign-off for printing.

Analytics & Tracking Setup:

Established the company's entire tracking and reporting ecosystem, deploying WordPress plugins, Google Analytics, BigQuery, and custom Looker Studio dashboards to visualise user behaviour. Configured custom WordPress tracking to log user activity, including page visits, resource downloads, video play counts, login frequency, and active session durations, linking these actions directly to user profiles within our Brevo CRM.

Public Representation:

I won 3rd place overall at the NatWest Pitching Competition, pitching Megawatt's mission to a large panel and crowd, driving brand awareness. I also represented the company to educators, students, and potential sponsors at public-facing events, including the University of Bristol (UOB) City Challenge and the STEM on Track exhibition.

Recruitment, Leadership & Training:

Assisted in the hiring process for university interns, graded portfolios, CVs, and cover letters; formulated targeted questions, and co-led interviews with the company founder to select top candidates. Was personally responsible for the training of new team members on the Brevo CRM, newsletter creation and distribution, and database management; composing a comprehensive handover document with video tutorials of key company responsibilities.

DESIGN ENTERPRISE STUDIO *Bristol Bridge Club* **2024-25**

ADDITIONAL WORK EXPERIENCE

In my final year of university, I led a project collaborating with the Bridge Club to redesign their website, focusing on optimisation, UI/UX improvements, and social media growth strategies to attract new members.

My responsibilities included: conducting interviews with both members and non-members, developing user personas and journey maps, performing technical audits of the existing website builder, creating priority guides and wireframing, as well as creating social media content and promotional work.

Despite the constraints of the limited web builder, I successfully implemented these insights into the final website design. This project enhanced my skills in user research, problem-solving, and designing within technical limitations, delivering a user-centric solution tailored to the club's needs. Social media growth also saw a notable rise, with a full Brand Style Guide remaining in place for the club to use for future content creation.

OWNER *AJW VNTG*

Founded and scaled a successful international second-hand clothing business through online platforms such as Depop, Vinted and eBay. Through successful promotional and marketing work, I have amassed an organic following of over thirteen hundred followers and five figures of profit, achieving a top global seller rank on Depop. This is an achievement that underscores my ability to create engaging content and promote brands effectively.

FREELANCE GRAPHIC DESIGN *HLS Solutions*

Working with client briefs to create professional, interactive, web-based digital newsletters. Personally managing distribution campaigns to a large monthly audience of over four thousand contacts, ensuring seamless integration of design elements and branding, consistently fulfilling client expectations.

FREELANCE GRAPHIC DESIGN *Great Gable*

Utilising Adobe Illustrator, I designed and developed this poster for the Australian band, which was used across social media channels during their UK tour. This was primarily on their Instagram platform, reaching an audience of over 20,000 followers. This enhanced engagement and supported tour promotion efforts.

CUSTOMER ASSISTANT / SHIFT LEADER *Tesco* **2021-PRESENT**

Working in three busy express stores has developed my ability to work in a fast-paced environment, enhancing my customer experience expertise massively, as well as equipping me with the adaptability required to work in dynamic work environments. One of my notable achievements is 'stepping-up' to shift leader after only a few months of employment and being only 18. This responsibility showcases my leadership potential as seen by management. Other skills I have strengthened throughout my career here is my capacity to work seamlessly within a team, confidence and time management.