

# Sofia Begum

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## Personal Profile

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Adaptable and flexible business graduate with First Class honours, driven by ambition and commitment to career in marketing. Excellent work history on placement and in PT jobs. Rise to all personal challenges; over-achieve against targets with enthusiasm, a dedicated person who supports others. Have gained both practical and theoretical experience and an analytical and problem-solving mind-set. Strong interests in analytics for marketing decision making.

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## Education and Qualifications

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### The University of Bradford

2017 – 2021

#### BSc (Hons) International Business and Management Studies: First Class

Degree involved investigating and learning how responsible businesses operate and how they have adapted over time in order to be successful. Final project focused on international marketing and branding strategies.

Modules included: International Business Strategy **77%**, European Business and Mgt **85%**, Accounting and Finance **74%**, Business Econs **96%**, Resource Planning for Operations **69%**, Business Law and Ethics **65%**.

### Hanson School, Bradford

2007 – 2014

**A levels:** BTEC Business and ICT (Double Distinction), Product Design (B) and History (C)

**GCSEs:** 8 passes (2Ac, 3Bs and 3Cc) including Mathematics and English

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## Relevant Employment

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### Marketing Placement Student, Al-Muradat Institute, Huddersfield

Sept 2019 – Jun 2020

- Administrative support for all engagement activities including organising events and drop-in workshops for students, prospective students and families using social media and external communication tools.
- First point of contact for department: professionally answering the phone, booking appointments, providing appropriate support. Developed my confidence and problem-solving skills when handling a range of enquiries.
- Planned, organised and hosted Annual Awards Ceremony, catering to an audience of 300 students and families. Managed the entire logistics of the event from budget planning to booking caterers and troubleshooting on the day to ensure that all expectations were met. Presented the format of the event at the opening by speaking clearly, using PowerPoint and explaining the format of the event.
- Developed a marketing strategy which, when implemented, increased outreach by 32% (10% above target).
- Administration of a range of marketing databases, internal records and other administrative documents for promotional supplies (order, delivery, distribution) demonstrating strong analytical skills and use of Excel.
- Enhanced my IT skills when working on various databases, presentations and promotional material using Microsoft Office, Outlook tools and Cloud system.

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## Other Employment

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### Customer Services Assistant, TK Maxx, Bradford

Nov 2018 – Present

- Liaising with customers and providing excellent customer service at all times on customer services desk.
- Professionally handling challenging customers whilst ensuring 100% customer satisfaction.
- Demonstrate excellent problem-solving skills by constantly feeding back creative ideas which have increased customer footfall and use initiative to resolve problems.

### Pharmacy Assistant, Cross Lanes Pharmacy, Halifax

Jun 2017 – Sept 2018

- Worked directly with the pharmacist and other technicians in a busy community pharmacy. Confidently deal with queries from patients and surgeries regularly using my initiative to solve problems.
- Engaged with customers/patients empathically, dealt with their queries and ordered repeat medications on time.
- Communicated professionally with a range of community healthcare professionals.
- Accurately checked prescriptions and retrieved medication, regularly worked under pressure due to large volumes of customers and prescription orders.

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## Voluntary Work

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### Peer Assisted Learning Leader (PAL), University of Bradford

Sept 2018 – June 2020

- Organised, planned and delivered taught weekly sessions to approximately 30 first year university students on technical topics appropriate to a number of first year business modules.
- Communicated clearly and professionally verbally as well as in presentations and on handouts, checking to make sure all students fully understood.
- Delivered presentations to large groups of first year students, encouraged discussions amongst workshop groups.
- Helped students to adjust to university life and offered advice on how to prepare for exams, coursework and handle any challenging situations they found difficult.

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## Awards and Languages

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### Awards:

- **PAL Leader of the Year 2020:** awarded for my drive and determination and ability to support first year students.
- **Employee of the Year 2019 at TK Maxx:** awarded for excellence in customer service and a record number of customer and staff compliments received.

### Technical skills:

- In-depth knowledge of MS Office and competent user of SAS MS Visio and data analytics package SAS.
- Proficient user of social media including Twitter, LinkedIn, Facebook and Instagram
- Basic coding skills using Python.

**Languages:** Fluent in Urdu and English, basic Spanish and currently learning Arabic.

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## Skills and Motivations

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### Resilience and Drive:

- My disability only increases my motivation and makes me determined to prove my doubters wrong. After a relapse I was informed that I was unlikely to walk unaided again. However, I was determined to achieve this and so designed myself a routine of regular exercise that I kept to despite setbacks. This required a large amount of patience, commitment and motivation, especially when my improvements slowed down. My motivation and determination to keep persisting with the exercises was successful as I am now walking well and unaided.

### Communication and Presentation:

- Communicate effectively both verbally, by giving effective presentations, and in writing through producing both strong academic and business reports when developing the new marketing strategy whilst on placement.
- Retail work demonstrates my ability to continually communicate with team members, leaders and customers.

### Research and Analytical:

- Whilst writing my final year project, undertook in depth investigation, collected complex information and used a variety of different approaches in order to reach conclusions about the potential impact of Brexit on imports.

### Team working:

- Group based projects at university have developed my skills in working within teams to meet targets, share tasks equally, compromise and work with individuals who might not have the same goals as my own.

### Planning and Organisation:

- Effective at prioritising, always to order of importance and urgency of tasks, use small milestones, can handle large volumes of tasks simultaneously and work systematically to make sure they are completed perfectly.
- Proven track record of planning, organizing events and action planning in school and university, performing as club leader at school and currently as a PAL Leader at university.

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## Activities and Interests

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**Business Awareness:** Active member of University of Bradford Business Society participating in business debates and social activities. Also keep up-to-date with latest international and UK business and technology trends.

**Travelling:** Travelling overseas to Pakistan and Bangladesh to help those in less fortunate positions has developed my confidence to communicate and work effectively with people of different ages, backgrounds and cultures.

**Charity work:** Involved with various charitable projects including volunteering as a street-collector for Barnardos, representing the university as a PAL leader and organising sports tournaments to fundraise for RAG week.

**Personal fitness:** Regularly take part in team sports, such as netball and volleyball and enjoy going to the gym around three times a week for physical fitness.