**Bhavna Laghari**

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**Personal Profile**

An enthusiastic and confident media student excited about the opportunity to undertake a Marketing Assistant placement at Innovate Marketing Solutions. Proven ability to communicate effectively and manage social media accounts, demonstrated through numerous successful promotional campaigns.

**Education**

2018 – Present **BA Communications, Media and Society, University of Leicester (Predicted 2:1)**

Relevant modules include: Advertising, Culture and Communication; Media, Identity and the Popular; New Media and the Wired World; Analysing Communication Processes

2011 - 2018 **Trinity High School, Nottingham**

**A Levels -** English (A), Sociology (B), Psychology (B)

**GCSEs -** 11 GCSEs, grades A\* - C including English and Mathematics

**Relevant Work Experience**

June 2019 – July 2019 **Internship, Hopwood PR Agency, Leicester**

* Responsible for writing online press releases, speaking to journalists by telephone, and organising photo shoots via email, demonstrating excellent written and verbal communication skills.
* Managed Agency’s Facebook and Twitter accounts and created content for the website blog.
* Supported Agency Deputy Director in a project on behalf of a national client to help produce publicity materials and initiate a social media campaign, proving relationship building skills with staff at all levels.
* Provided support in developing a number of bids for new contracts as part of a newly made team.

October 2018 – June 2019 **Features Writer, Galaxy Press, University of Leicester**

* Created online blogs to reflect some of the typical issues and concerns facing students at university, leading market research with student focus groups to develop relevant and effective content.
* Developed proof-reading and copywriting skills whilst writing blog content and communicated successful ideas to the Editorial team during presentations for forthcoming editions.
* Effectively prioritised tasks in order to always meet tight deadlines ahead of time. Accomplished using tools such as calendars, to-do lists and reminders to complete more urgent tasks first.
* Led on a feature entitled ‘We want our fees back’ which appeared on regional BBC news.

**Additional Work Experience**

March 2017- July 2018 **Bar Staff, The Watering Hole, Leicester**

* Communicated effectively with customers during busy periods, ensuring customer satisfaction and providing excellent customer service by answering any queries customers had.
* Entrusted with responsibility of accurately cashing up soon after starting employment, making sure that the tills balanced and takings were correct.
* Demonstrated capability to work in a fast-paced environment faced with competing demands by working quickly and efficiently to keep the customer queue down to a minimum.

January 2016- February 2017 **Sales Adviser, K Shoes, Nottingham**

* Exceeded set targets by working as part of a team and selling add-on products such as shoe cleaner, laces and external accessories, earning our team ‘best sales team’ in regional area.
* Generated repeat purchases by building strong relationships with all customers and ensuring that they felt confident in their product knowledge. Received positive feedback based on their experience.
* Demonstrated written recording skills by taking payments over the phone and creating invoices for customers, ensuring that invoices were correctly processed online to generate business income.

**Key Skills**

**Researching and Analysing**

Strong commercial awareness of the sector; knowledgeable about and positively interested in marketing trends. Acquired through employment in Features Writer role with emphasis on profitability, writing blogs and keeping up to date with Leicester’s economy via social media and news outlets.

**Planning and Organisation**

Effective organisational skills with the ability to multi-task and prioritise workload. Finished each degree course assignment in advance of the deadline whilst also working part-time. Tools used include flagging emails to prioritise where necessary, making to-do lists, and managing a calendar.

**Communication**

Developed through delivering presentations in front of audiences as part of regular degree assessments, as well as volunteering with the University of Leicester Film Society. Proficient in adapting communication methods to the needs of the client to ensure full understanding and confidence in the services provided.

**Team Work**

Excellent team player, able to significantly contribute and work as part of a team to achieve a common objective. Proven in academic group work and working for the student newspaper, working as part of a team to ensure that the edition was finished in time for print deadlines.

**Technical Skills**

Computer literate and proficient in using main Microsoft Office applications as well as more specialised software including Adobe Photoshop and Adobe Illustrator for creating professional-looking publicity materials. Hold the ECDL qualification and received training on using social media to communicate with different audiences.

**Positions of Responsibility**

**October 2019 – Present | Secretary** | **University of Leicester Film Society**

* Planning and organising the film programme in conjunction with the Film Society President.
* Effectively recording and publishing meeting minutes and notes in line with Student Union processes.
* Liaising with team members to organise a number of events, including the annual film festival.

**October 2019 – Present | Course Representative** | **Media and Communications, University of Leicester**

* Attending meetings and liaising with academics to increase course satisfaction.
* Developing communication skills by speaking with a wide range of diverse students and relaying information to academics in a clear and concise manner.
* Canvassing the opinions of students and communicating that into a constructive format for academic staff.

**Awards and Achievements**

* **April 2020 Tomorrow’s Managers**: A two-day event run by the University of Leicester designed to give participants an insight into management. Used problem solving skills to successfully resolve a series of challenges and offered the opportunity to network with employers from external companies.
* **June 2019 Leicester Award:** A personal and professional development programme, submitting a CV and strengths based profile to understand how to improve skills and develop professionalism.

**Interests**

Enjoy travelling and engaging with different cultures, having organised a number of trips abroad including the US and across Europe inter-railing. This has fed my creative expression in black and white photography with samples of work on my website [www.gjonesphoto-art.co.uk](http://www.gjonesphoto-art.co.uk/).

**References**

Available on request