



NOYSHANI

public relations - social media - journalism



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Objective: To obtain a position as a PR and/or social media executive

Personal profile

I am a multiskilled and creative NCTJ-qualified social media and marketing professional seeking an entry level position in public relations which will utilise my content production and stakeholder engagement experience.

I am self-motivated, organised and capable of working under pressure. I have a passion for content and data and I love forging relationships and solving problems.

Skills

Writing	Communications	WordPress	Social media
Research	Data analysis	B2B	Content production

Recent employment

Freelance writer and marketer

September 2014 – Present

- Sourcing contacts and producing sport and business features and news stories.
- Generated social media interaction and following for a small business and completed three high paying commercial copywriting jobs to great satisfaction.
- Awarded 2nd place by St Mary's University's sports journalism programme director for the Sport Gazette's [most read story 2014/15, with 20,000 unique views](#)
- Produced and directed the 15-minute documentary film '[Try As They Might – The Untold Story of Israeli Rugby](#)'

FireTech Camp Academy

February 17 – 21, 2014

Half term mobile app tutor for children

- Delivered mobile app development lessons to eight 8 to 13-year-old children, prepared the material and was accountable for their health and safety.

Active Security Ltd

December 2013 – March 2014

Customer service associate and blog writer

- Processed loan applications and produced blog posts after financial market research.
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City Performance Coaching

September 2013 – December 2013

Book Marketing Intern

- Planned, posted and tracked Facebook and Twitter posts.
- Conducted research and keyword research using Google Analytics, Google Keyword Planner and Google Trends to produce new SEO-compliant blog content.

The Box – The Next Generation

September 2011 – July 2013

Co-owner, journalist, technical specialist and developer

- Transformed a small website to a brand featuring in newspapers, radio and TV.(kufsa.co.il – closed July 2013)
- Secured sponsorship and negotiated paid third-party joint ventures.
- Produced, edited and commissioned content ideas that earned the website 1,100+ unique visitors daily.
- Wrote over 1,500 articles and edited over 500 others.
- Developed and revised the website and its highly complex database on a regular basis.
- Posted on and updated the website's Facebook page.

Employment history

Hill Dickinson LLP, D&P Data Systems Ltd and Web Applications UK Ltd July 2010 – July 2012

Roles involving: financial systems database development, database and business intelligence development, and software support

- Closely collaborated with financial directors and legal secretaries to develop web-based data quality applications using SQL Server.
- Advised management about business intelligence.
- Increased business efficiency by creating personalised reports, and troubleshooting code packages.
- Travel reservation system's main B2B customer contact, and staff trainer.
- Received positive feedback from clients after resolving technical issues promptly.
- Liaised with project managers, vendors and colleagues to ensure high quality service for all customers in line with service level agreement.

Education

MA Sports Journalism – St Mary's University, London

Merit expected 2014 – 15

NCTJ – Passes in Sports Journalism, Essential Public Affairs, Reporting; Merits: Essential Media Law, Media Law Court Reporting, Multimedia Portfolio for Journalists.

MSc Business Innovation – Birkbeck, University of London

Merit 2013 – 14

BSc Informatics – The University of Manchester

2:1 – (69.2%) 2006 – 2010

References

Daragh Minogue – Tutor and programme director – St Mary's University, London –

daragh.minogue@stmarys.ac.uk

David de Winter – Sports editor – The London Economic – sport@thelondoneconomic.com