

JASMINE ALAKIJA

CONTACT

✉ Email:

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PROFILE

I am a creative, friendly, focused, and dedicated person who aspires to make a positive difference in everything I apply myself to.

Being personable, working well in a team and having excellent communication skills are important to me, but I work equally well independently, always taking advice and constructive criticism on board.

I pride myself on taking initiative, being adaptive and remaining committed and driven to my goals.

I believe in making the most out of all opportunities I am given and am always grateful for the opportunity to develop further.

I have recently graduated with a 2:1 in BA Journalism studies.

SKILLS

- Copywriting
- Optimising SEO
- Editorial experience
- Proofreading
- Social media competence and strategy (Twitter, Instagram, TikTok, Facebook) and YouTube
- Administrative experience
- Market research and analysis
- Newswriting and editing
- Media law and ethics proficiency
- TV Camera work and live production
- Sourcing case studies
- Conducting background checks
- Microsoft Office proficiency

EXPERIENCE

TV Production Assistant- ITV Tonight

June 2022 – June 2022

I was selected for a week-long placement with the current affairs programme ITV Tonight in June 2022. As an assistant, I researched topics for upcoming shows, sourced reputable data and statistics, compiled these for my colleagues, came up with episode ideas, sourced case studies, and conducted background research.

I received positive feedback across the week for the help I provided, and I enjoyed this experience.

Marketing Intern- Goodfind.io

February 2022- May 2022

I was a marketing intern for Goodfind for 12 weeks from February 2022.

I conducted extensive research to pursue our project goals, including competitive set analysis and ways to increase customer acquisition.

I created a marketing calendar for content production and published four blog posts and two Instagram posts for the campaign.

The main tools I used were SEMrush, Google Trends, Squarespace, and Canva. Skills I acquired included SEO analysis, setting metrics, competitive set analysis, customer acquisition techniques, data analysis, and social media optimisation.

I received consistently positive feedback from the founder of Goodfind throughout, and feel I have improved my marketing, research, writing, and

- Adobe Premier Pro, Adobe Audition, InDesign, and other video editing software
- Photography
- Data collection and analysis
- Content analysis
- 80wpm Shorthand
- French (conversational)
- Academic research, writing and referencing
- Marketing strategy
- Business proposal preparation and presentation
- Customer acquisition
- Growth marketing
- Social media optimisation
- Setting and comparing metrics

QUALIFICATIONS AND ACCOMPLISHMENTS

- BA Journalism Studies- 2:1
- NCTJ E-Portfolio- grade A
- NCTJ Essential Media Law and Regulation- grade A
- NCTJ Media Law Court Reporting- grade A
- NCTJ Public Affairs- grade A
- NCTJ Videojournalism- grade B
- NCTJ 60wpm shorthand- Pass
- NCTJ Essential Journalism- Pass

EDUCATION

organisational skills through this internship.

Inclusions Officer- University magazine

November 2021- July 2022

I was voted for the role of Inclusions Officer for my university magazine society, Liberty Belle.

The role enabled me to improve the diversity, inclusion, and representation of the magazine in terms of the content we produce, the contributors to our content, and the social events we ran, as well as implement practices to improve general safety and wellbeing.

I gained skills in leadership, organisation, presentation, design, editorial content, pitching, and effective communication in a resolute team.

Youtuber

September 2020- Present

I have a lifestyle YouTube channel and am always looking to expand the kind of content that I make to think of ways to appeal to a wider following. Through this channel I have improved my video editing skills, competitive research, planning and organisation, and general videography standard.

Blogger

March 2020- Present

I started my personal blog to develop my writing style and create my own platform. The blog is on a range of contemporary topics, including race, gender, and mental health- all of which I am passionate about.

It has enabled me to develop skills in research, social media publication and engagement, proofreading, analytics, and targeting an audience.

Journalism student- University of Sheffield

September 2019- July 2022

I expanded my knowledge and gained experience in newswriting, editing, research, live TV news production, using camera equipment, newswriting, engaging with a target audience, social media, video editing, media law, ethics, and magazine production.

I produced five portfolios containing journalistic essays, court reports, news stories, news videos, and magazine features. I also launched a magazine brand as part of a group project.

I completed seven NCTJ-accredited modules: Essential Journalism; Court Reporting, Media Law, Public Affairs, Videojournalism, E-Portfolio, and 60wpm Shorthand.

Admin Assistant- OFSTED- London

August 2018:

I had a week-long experience of working as an assistant at OFSTED, mainly taking care of administrative tasks such as scanning, electronic file managing, printing, reviewing data, using Microsoft Excel, and making presentations.

University of Sheffield

2019- 2022

BA Journalism Studies- 2:1

City and Islington Sixth Form

College

2017-2019

3 A-levels: English, Sociology,
French.

Publishing assistant- Penguin Random House

August 2018

I was selected for a week-long work experience placement with Cornerstone Editorial. I provided editorial suggestions for copywriting, contributed to blurb writing, attended marketing meetings, and pitched a creative independent project and presentation.

This allowed me to gain editorial, writing, research, marketing, and presentation skills, and I was very grateful for the experience.

Please ask me for any references required.