

Rajveer Kaur



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Education

Leeds Trinity University

MA Journalism - Current Student for 2024/2025

News Skills - Writing online news articles, interviewing, video, photography and smartphone journalism (MOJO)
Shorthand - Accurate note taking when interviewing or covering meetings and court cases.

Law, Ethics and Regulation - Relevant law including defamation; contempt of court; reporting restrictions; defences; copyright; juvenile crime; sex offences; hate crime; trolling and privacy. Includes media ethics, Ofcom and the Editors' Code of Practice and attending court hearings.

Public Affairs - Structure and workings of government at a national and local level, councils, NHS, education, the monarchy and UK constitution, and holding public bodies to account by freedom of information requests.

Live Production - Broadcast of film, editing, recording audio, making podcasts and presenting live radio, TV news programmes and creating radio and TV Packages using Burli, Adobe Audition, Adobe Premier Pro, Canva, Flourish, Shorthand.

Social Media - creating news videos and stories.

Professional Placement - First-hand, real-life experience of working at radio at Bauer - Greatest Hits Radio. I have upcoming placements at Global, Bauer, Radio News Hub and a podcast at the Deer Shed festival.
Journalism Project - Short audio documentary with dissertation, Digital Parenting: Are we Keeping Up?

I have achieved NCTJ gold standard in the following: Law and Ethics, Broadcast and Regulations, Public Affairs, Video Journalism and News Skills.

Nottingham Trent University

BSc (Hons) Biomedical Sciences

Notre Dame Sixth Form, Leeds

A-Levels; Biology, Chemistry Physics & Social Studies

Carr Manor High School, Leeds

11 GCSE's; A-C Grade

MA Journalism Student • Creative • Digital Marketing • User Research • Analytics & Insights

Creative with a high level of attention to detail, a strong ability to multitask and coordinating work accordingly. Extremely organised, excellent management skills, taking ownership of projects and able to respond to time frames and deadlines methodically with pace, and accuracy. Strong in building stakeholder relationships. Adaptable to different working environments, quick to understand new applications, platforms, and business functions.

Experience

Home Office - AHRO - UK Visa & Immigration

Asylum Decision Maker & ATLAS BET: Jul 2023 – Jul 2024 (Fixed Term)

- Undertaking life-changing work, with emotional resilience, compassion and professionalism whilst staying objective and focused.
- Excellent decision-making skills whilst remaining flexible, adaptable, and creative in problem solving to formulate arguments and write asylum decisions on behalf of the Secretary of State.
- Processing information quickly, understanding and referencing relevant country information and complex case laws, immigration policy and data to reach the right conclusions for claimants in line with the Home Office and AHRO policy and guidance.
- Working in a fast-paced government department to tight deadlines to reach ministerial target to clearing asylum backlog.
- Demonstrating excellent diligence and exact record keeping, undertaking verbatim lengthy (2-3 hour) interviews.
- Providing excellent customer service to the public, external and internal stakeholders. Demonstrating strong interpersonal and relationship-building skills.
- Proficient in using Metis, SharePoint, Microsoft MS 0365 packages.
- A Business Embedded Trainer (BET), working with the business transformation team.

I was signed off as an independent caseworker within 6 months, one of the first decision makers to achieve this. I was rewarded in vouchers for my contributing to the wider ministerial goal of clearing the backlogs. I was recognised for my achievements by being selected to induct and mentor new starters including managers to navigate the systems and the asylum process.

OneMedical Group

Group Marketing Manager & Employee Shadow Board ; Jan 2022 – Feb 2023 (Full Time Permanent)

One Medical Group is a independent provider of Primary and Urgent Care NHS Services under OneMedicare, healthcare property builders under OneMedical Properties and OneWellness. As well as my role as Marketing Manager I was also selected to sit on the employee shadow board created to listen to feedback from team across the three companies and attended workshops with stakeholders, to seek ideas on improvements and innovations, and give recommendations on which ideas to move forward.

- Developed and implemented an overarching marketing strategy and marketing plans across all three divisions, managing a team, internal and external stakeholders, ensuring KPIs and objectives were in place and monitored.
- Made clear the OneMedical Group, OneMedical Property & OneWellness purpose, mission, vision and values to support the growth plans for each division ensuring activities aligned with the broader strategic priorities of the NHS and patient care.
- Created video, audio, social and print (brochures/leaflets/POS) content, inhouse and external agencies. Designed and created digital campaigns (social media and search campaigns (display ads), and tradition marketing campaigns using Canva Pro and Adobe Creative suite.
- Lead the long term plan and day-to-day running of our social content (Facebook, Instagram, LinkedIn), search engine activity, monitoring impact via the platforms analytic suites or HubSpot and Google Analytics (GA4).
- Measured and reported on, against KPI's, the success of marketing campaigns and presented to senior stakeholders to drive future campaigns and secure budgeting.
- Contributed to strategy progress, working with the business intelligence team in delivering detailed reporting.

Training

Jul 2023 - Asylum Decision Making - AHRO
Apr 2023; User Reaseach - Snook.
Oct 2021; Conducting Usability Testing - Interaction Design Foundation (IxDF)
Oct 2021; User Research; Best Methods & Practices - Interaction Design Foundation (IxDF)
Nov 2019: Advanced Google Analytics - Google Analytics Academy
Oct 2019: ABTA Search Marketing for Travel & ABTA Travel Marketing Conference
Oct 2019: Google Analytics for beginners - Google Analytics Academy
May 2018: ABTA Advanced Marketing Training
Sept 2018: ABTA Social Media in Travel
Mar 2017: M-Training, Manchester - Social Medial & Digital Marketing Training Course

Skills

- Experienced in online and offline marketing, content design, communications, PR, analytics, UX, project management and interviewing, spanning more than two decades.
- Proficient in content management: Social Media; Facebook, Instagram, LinkedIn and X. Social Media Tools; Hootsuite and HubSpot. Search Engine (paid and organic) Google AdWords. Google Analytics (UA and GA4), Google Looker Studio. UX; MTV and A/B testing, thematic research methods and best practices. Web; CMS (Wagtail and WordPress), knowledge of HMTL and tagging & tracking. Design; Canva and Adobe Pro and Audition.
- Demonstrated ability to effectively create and manage budgets, and clearly defined ROI targets.
- Experienced in managing agencies and working in cross functional teams. Planning, designing and co-ordination of content and engagement plans.
- Strong track record of executing and delivering digital strategies in the form of account structure, campaign and ad group planning, creative ad set-up, segmentation, UX research and analytics, data analysis and optimisation.
- Highly creative with expert knowledge in identifying target audiences, using segmentation, and devising digital campaigns that are relevant, current, and engaging.
- Managing the customer journey and experience, with a deep understanding of the qualitative factors that influence it.
- Skilled in using data suites, analytics, and market research software to quantify and qualify work, producing reporting for delivery of MI to all channels of an organisation or company.
- Extensive background of working remotely and over different country time zones.

- Lead UX within digital with planning, conducting user research and testing to drive informed marketing decisions and business strategy.

My successes included leading a regional brand campaign to strengthen the company's reputation with the Care Quality Commission (CQC) and patients. I was instrumental in improving the CQC rating at the Corby Urgent Care Centre from 'requires improvement' to 'good'. Furthermore, I lead a team for a recruitment project that included creating new webpages, videos, digital content, and roadshows to attract substantive staff and significantly reduce agency spending by £47,000 in that year.

○ Travelbrands Ltd trading as Touchdown | Travel Industry Services Data Analytics & Brand Insights; Nov 2020 – Dec 2021 (Full Time Permanent)

Having worked with websites and customer experience, gaining insight and experience in customer behaviour, I naturally fell in to developing my role in user research.

- Provided insights and data analytics that informed on products, brand positioning, customer experience and behaviours online.
- Led research projects with mixed methods of qualitative and quantitative research to track and report on user journey and user intent, reporting findings to key stakeholders to drive business strategy and marketing campaigns.
- User research methods applied were analysis and synthesis, thematic research, usability testing, moderated and unmoderated research, creating questionnaires and surveys, A/B testing, MVT testing, focus groups and contextual interviews.
- Along side user research I used data analytics suites (GA4), Looker Studio dashboards, Excel, and Google Sheets to create regular updates and reporting for management and key stakeholders in the UK and North America on our products, marketing, user behaviour and customer service.

Web Content Manager; Jul 2018 - Oct 2020 & Digital Content Executive; Apr 2010 – Jun 2018 (Full Time Permanent)

- Supported the Marketing Manager and Director in planning, creating, and publishing of all content for three company brands on the websites, consistent with the each of the different companies tone of voice, branding guidelines and policies.
- Set up, developed, and monitored organic and paid marketing campaigns through newly introduced social media platforms, and search engines.
- Created social media and email marketing content goals and strategies for year-round and seasonal promotional campaigns, setting up in person meetings to communicating those to the Marketing Director using PowerPoint presentations and design mock ups.
- Supported the content team using HTML knowledge to effectively use the company's new website CMS (Wagtail) to design and manage latest content and refreshing existing content.
- Evaluated and proofread new and existing content to make sure it met user needs and was in-line with customer experience goals.
- Trained and supported other team members in the successful use of social media platforms and content writing.
- Used SEO and industry relevant software; Google Analytics and Google Ads to set up search and display campaigns for increasing web presence and traffic. Using data analytics to improve on existing content and user experience.
- Worked closely with the product and sales teams to develop web and social media content that was valuable to the desired target audiences and customer demographics.
- Developed digital marketing, new platforms, and product knowledge by attending seminars and training opportunities.

For recognition of being instrumental to the company's growth I was promoted several times. My most successful time to date involved overseeing the overall UK digital marketing strategy, which included introducing digital marketing by setup and growing the social media presence as well as search; Google from starting position, to ensure year on year digital growth securing 50% uplift in budget from senior stakeholders from the results in year one due to increasing customer and brand awareness, to generate sales above the company's targets. I was awarded an outstanding achievements award by the company in 2018 and was nominated for the Everywomen in Travel Awards in 2015 in the category of Going Above and Beyond.