

PERSONAL PROFILE

Hafsah is a second-year Creative Writing student at Anglia Ruskin University in Cambridge, actively pursuing industry experience to enhance her skills. With a diverse background in roles across various industries, she values teamwork and excels in collaborative environments. Hafsah has worked closely with senior professionals, gaining insight and practical knowledge that she's eager to expand upon in a creative and dynamic setting.

EDUCATION & QUALIFICATIONS

Anglia Ruskin University, Cambridge – Creative Writing BA (Hons) (2023-Current)

- Modules include Online Journalism, Editing and Copywriting, Fundamentals in Publishing, AI and the Future, Podcasting and Careers in Publishing.

Bingley Grammer School (2019-2021)

- A-levels: Sociology (A), Biology (B), and Chemistry (C).

Bradford Girls Grammer School (2014-2019)

- 8 GCSEs studied: Grade range (5-7)

WORK EXPERIENCE

Social Media Intern – Jasami Publishing & Productions (Sept 2024 – Current)

- Developed and executed social media marketing strategies, creatively increasing audience engagement and author visibility by **50%**.
- Played a key role in bookmaking, using attention to detail to ensure the final products met creative and editorial standards.
- Edited and proofread manuscripts, consistently aligning with creative discipline to enhance the clarity and appeal of the content.
- Communicated effectively with external partners, fostering collaborative relationships and demonstrating a strong understanding of communication dynamics in a business context.

Article Writer – Unifresher (June 2024 – Current)

- Conducted thorough research for every article, ensuring that content was accurate, relevant to the target audience and qualifies for SEO by increasing visibility by **40%**.
- Delivered high-quality articles and adhered to strict deadlines, effectively balancing creativity with time management.
- Followed detailed briefs monthly while offering new ideas and conceptual thinking.
- Adapted writing style to fit various topics showing versatility and a natural ability to communicate complex ideas clearly.

Telemarketer – IFF Research (Sept 2024 – Current)

- Engaged with business professionals and graduates, persuading them to complete surveys for government statistics and universities.
- Demonstrated quick thinking and adaptability to overcome objections, maintaining high completion rates in a fast-paced environment.
- Successfully met daily and exceeded weekly targets by **10%**, leveraging strong communication skills to maintain high levels of participant engagement.

Freelance Writer (Aug 2020 – Sept 2024)

- Crafted optimised CVs and personal statements that resonated with hiring managers.
- Edited academic writings and copywriting and tailored content for various disciplines with attention to detail.
- Developed content that balanced client needs and the technical requirements of applicant tracking systems.

President – Podcasting Society (*Sept 2023 – July 2024*)

- Led the production of podcasts from content planning to editing, ensuring the final output met professional standards.
- Promoted the society and its content through university and social media channels, creatively leveraging platforms to increase audience reach by **20%**.
- Coordinated guest speakers and workshops, demonstrating strong organisational and verbal communication skills, while fostering a collaborative and creative environment.
- Secured sponsorships through well-articulated pitches, applying persuasive communication to achieve funding goals.

ACHIEVEMENTS & SKILLS

Technical Skills: Canva, Word, PowerPoint, Excel, Photoshop.

Achievements: National maths competition held by Leeds University, Jujitsu trophy award for community building and mentorship, Reedsy Mentorship for Writing.

HOBBIES & INTERESTS

- Achieved black belt in jujitsu, demonstrating discipline and inspiring youth to build confidence.
- Passionate badminton player, developed teamwork skills by learning and later teaching new players, fostering transferable communication and collaboration abilities.
- Completed a year abroad in dentistry, building adaptability and scientific knowledge, offering a unique perspective to projects.
- Currently writing 2 book which showcases creativity, dedication, and a commitment to long-term projects.
- Passionate in various writing styles, with a deep appreciation for the craft and a commitment to ongoing research and improvement.