**James Robinson**

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**Personal Summary**

I will be graduating with the prospect of a 2:1 classification in English and Journalism joint honours. I aim to work and gain experience within the media industry specifically in either Public Relations or journalism. Throughout my degree I have developed my writing skills and would like to use them in an applied setting which can help contribute to a media company.

Strong verbal communication: I have worked for a media company called build Hollywood based in London near Camden. This experience taught me that I had to convey ideas clearly as the job was very technical and miscommunication would lead to large errors. I would follow the instructions, such as which images they would like to produce on billboards and where to find them on the computers.

* Organised. In my previous roles at Cocoa, I was responsible for the Instagram account and posting consistent content for the customers to view. This taught me about marketing and what the customers like to see who follow the account. It helped me develop communication skills when replying to customers.
* Passionate. I applied and took part in a placement opportunity with media company CoComms, where I would run the social media accounts and help them gain a larger online following. This role was really exciting as I would have the opportunity to help them build information packs for their clients and decide which pictures to use. I gained a passion for the business and would work really hard to see good results and managed to increase here followers regularly.

**Work History**

**Cocoa by Ali** Waiter/Chef/logistical responsibilities. October 2018 – Present.

As my most recent employer, this job opportunity helped me develop my customer service skills and also gave me lots of responsibility training new starters and also managing the front of house part of the business on my own. I would keep on top of stock, like coffee and food supplies and make sure we didn’t run out. I also would keep on top of the financial side making sure the cash matched the daily income so there wasn’t any money unaccounted for.

**CoComms (Coherent Communications)** September 2017- March 2019 Placement in social media development and file management.

This opportunity allowed me to explore with real world professionals who had careers in journalism, PR and Business, what it takes to run a business. I would work in the office with the two directors of the company, developing their social media accounts, managing images on their network, planning monthly what would need to be done in order to keep the business posting content. This was valuable as I can now complete long-term plans regarding content posting and content creation.

**Voluntary Freelance IT work**  
Technical assistant   
July 2014 - August 2014, July 2016 - August 2016

I spent several weeks working with a freelance IT specialist, developing my knowledge of technology and software under expert guidance. The nature of the position taught me to be flexible and available whilst travelling to various clients in the heart of London in addition to meeting their individual needs. Build Hollywood was a great media company which specialised in building adverts and billboards for clients. They taught me about PR and publicity which helped me understand how competitive the media industry can be.

**Education**

Birmingham City University.

**Degree**: English and Journalism, (Joint Honours) Expected Grade, 2:1

Colmers School and Sixth Form College, Rednal, Birmingham  
A-level and GCSE

**A-Levels:**

English Literature and Language: B

Philosophy and Ethics: C

Psychology: C

**GCSEs:**

8 GCSE Grades, including an A in English Language, four B’s and three C’s.

**Awards**

Duke of Edinburgh Bronze Award (2014)

**References**

Available upon request