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www.newcreationldn.com/creative-portfolio

I am excited by the opportunity to complement my degree with a practical experience for my placement year. As a second-year student majoring in BA (Hons) Advertising at Bournemouth University, I am passionate about creating creative and compelling campaigns through strategic thinking to achieve the client's objectives. My marketing and design experience, degree syllabus, and experience marketing and managing all aspects of my own business make me a well-qualified applicant for this position.

- **Marketing and Design experience.** I have worked on several live briefs for brands such as Heinz and Red Bull Amaphiko, producing creative strategies to achieve the brand's advertising and marketing objectives. I also have several years' experience using Adobe Creative Suite and Final Cut Pro X editing software.
- **Degree Syllabus.** Throughout my Advertising degree we are taught Digital Communications, Account Planning, Media Planning and buying and Brand Positioning.
- **Marketing my own Business.** I have been operating my own business for 6 years. I manage multiple social media accounts, create all marketing content and copy, run paid Facebook Ads and Google Ads campaigns, regularly update website content, optimise SEO and manage day to day operations.

I am excited by the opportunity to contribute to your company and am enthusiastic to engage in continuous learning day to day, working with various clients and in-house projects. My attached resume expands on my previous professional experience and skillset.

As I prepare for a career within advertising and marketing, I am eager to gain a deeper understanding of the field by working alongside an experienced team.

Thank you for your time and consideration. I look forward to hearing from you soon.

Yours Faithfully,
Ife Okikiade