

PROFESSIONAL IDENTITY MODULE

SAFIYAH ANISAH

WHERE I'D LIKE TO WORK

- **Beauty public relations / Marketing**
- It's a sector that i've always worked in and loved

- **Digital Influencer agency**
- This would allow me to try something new as it's time to get out of my comfort zone!

HOW MY WEBSITE FITS THE MARKET PLACE

[HTTP://SAFIYAHANISAH.CO.UK/](http://SAFIYAHANISAH.CO.UK/)

- My name is a logo as branding is important for desired fields - I am the product that i'm trying to promote
- My work history is on my home page as it is the main reason to visit site
- Easy to use
- Consistent photography and theme throughout site
- Reflects my [multimedia](#) skills
- Minimalist – Straight to the point
- BIG social media push - Important to showcase
- Shows knowledge and passion for desired fields (beauty and influencers)
- Compatible on all products (laptop, phone iPad etc.)
- Page for project will be added to site soon!
- My site is predominantly a CV extension / Online business card
- CV is downloadable on site
- Company logos shown on Experience page so visitors don't HAVE to read CV to know where i've worked
- Didn't buy a theme as I managed to add all features needed on my own!

MY INTERNSHIPS/PLACEMENTS SO FAR



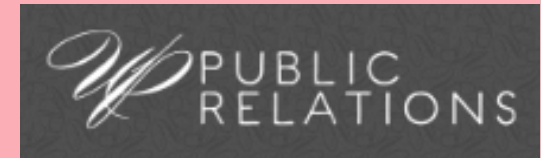
2 Months

- Beauty intern
- Send outs and call ins



4 Months

- Marketing, Social media and PR intern
- Managing the account and launch of fragrance brand

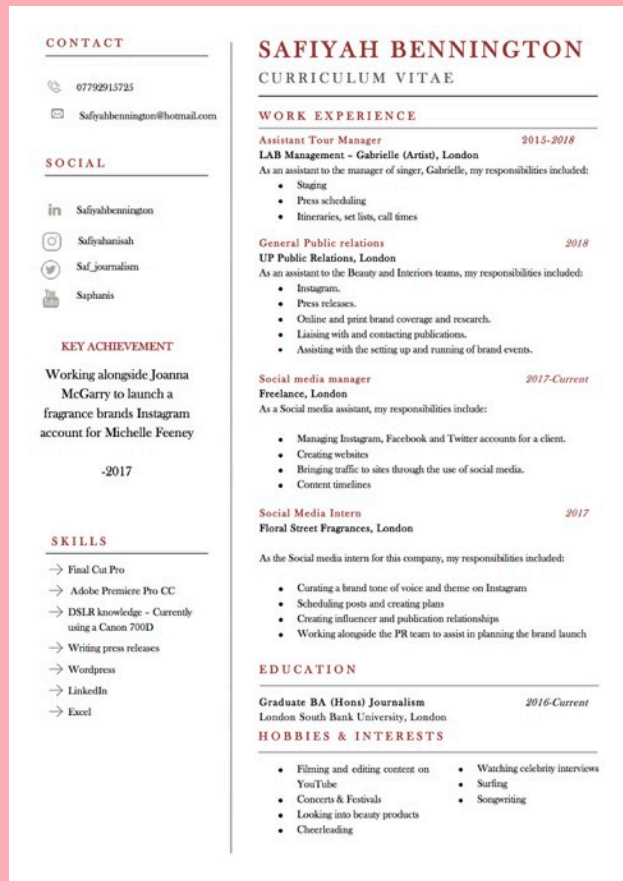


3 Months

- General assistant
- Working in PR for high end interiors, beauty and skincare

ALL COMPANIES ARE HYPERLINKED ON MY 'EXPERIENCE' PAGE

MY CV



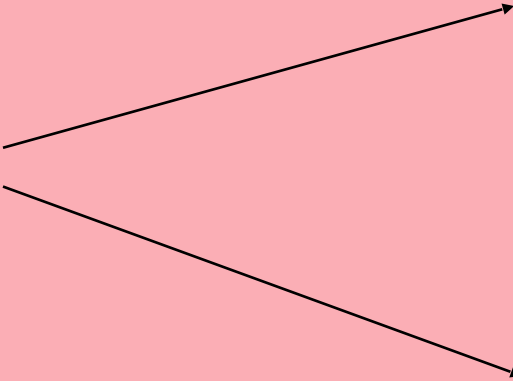
- One page – Like a business card
- Work life and key information on separate sides
- Name dropping well known people I have worked with
- Key achievement clearly shown
- Social media handles included as it is important for field
- Experience clearly shown
- Bullet points - Friendly but to the point

THE NEXT 2 YEARS

Graduation



Travel



PR
Use my contacts!

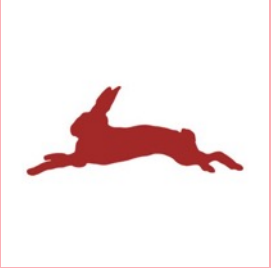
M  N T Y



PURPLE



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