

Dear Sir/Madam,

I've recently completed an MSC in Future Media at BCU which finishes at the end of August. I am from Birmingham and based in the city but would be willing to travel.

Since April 2019 I have been employed as a content strategist for Ten Club Radio, a local Drum and Bass station who live stream music weekly, based in Digbeth. The Club was formed in February 2019 and since then has enjoyed huge success in the first six months with five events being held so far. With everybody in the club having extensive knowledge of the Birmingham Drum and Bass scene, one of our great passions is to bring the Birmingham Drum and Bass scene to where it once was at its height around 2009.

The experience at Ten Club Radio has enabled me to gain industry insight and knowledge into areas I was before unfamiliar with. Also, it enabled me to network with industry professionals. From this I have branched into photography and videography, producing weekly photos from the show that are uploaded onto several different social media channels at specific times. Duties include:

- **Photography & Videography**
- **Content Strategy**
- **Social Media Planning**
- **Digital Brand management**
- **Events Planning**

This MSC Future Media course has enhanced not only my professional but personal development and I would like to continue this journey into media production.

Yours Sincerely,

Jordan Smalling

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Personal Profile

I am currently studying an MSC in Future Media at Birmingham City University which finishes at the end of August 2019. Modules completed through the course include:

- Digital Production
- Deployment, Optimisation and Attribution
- Design: (Tactics) and Project Management (Planning)

All my core modules have been completed; the only remaining assignment I have is a three-month final major project to be completed for August 23rd, 2019. My final major project will be based on 'To Increase Ten Club Radios Digital Engagement'. The reason for this is I've been working with Ten Club Radio since April this year and I believe this is the part of the business which needs the most improvement. Initially I was only focused on the analytical aspect of digital marketing. However, as I have been progressing through my course I have developed a passion to produce photo and video content.

Relevant Experience

- Content Strategist – Ten Club Radio – April 20th, 2019 – present
- Account Management - HydraPower Dynamics Ltd - 3 Month Internship – June 3rd, 2018 – August 31st, 2018
- Account Management - HydraPower Dynamics Ltd - 3 Month Internship – June 1st, 2017 - August 28th, 2017

Duties Included

- Meeting with existing clients to improve current business relations
- Meeting with perspective clients to highlight our services and create new business
- Sitting in board meetings to see how to work towards corporate objectives
- To ensure that products were being sent to clients on time

Education

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- MSC Future Media – Birmingham City University – BCU – Sept 18 -Aug
- BA Business Enterprise – Upper Second Class – UCB -Sept 15 -July 18
- Access to HE Business – BMET College – Sept 14 – July15

Key Skills

- Photography and Videography
- Social Media Strategy
- Content Strategy

References

Available upon request.