

## Adam Ajaz

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### Personal Profile

I am a second-year Business Management student at the University of Birmingham who is well versed in working efficiently in a team, communicating and respecting others' opinions, from working in client-facing roles. I have interest in this placement opportunity at Apple to apply my knowledge of marketing and grow my in-house experience portfolio.

### Education

#### University of Birmingham

**BSc in Business Management with Marketing with a Year in Industry:** Expected First (1st)

#### Key Modules of interest

*Organisations, Management and Entrepreneurship* - I developed my teamwork and communication skills in a team project where we scored very highly in our class with 71%. We delivered a recorded video pitch wherein our group stood and spoke about a business idea that would tackle loneliness in elderly populations. Working with people worldwide from different backgrounds and cultures brought me insight into respecting other opinions and views.

*Consumer behaviour* – From studying consumer purchase decisions, I garnered a newfound interest in consumers' decision-making process and the different models used to engage consumers' decisions. This module garnered a newfound interest in data analysis and its use to segment consumers and market towards them.

#### King Edward School, Edgbaston

2013-2020

*IB Diploma:* 32 points, Business: 5, Biology 5, Physics 4

*10 GCSEs:* (2A\*, 3A, 4Bs) - English Language (6), Maths (7), Triple Sciences (A\* A A)

### Work Experience

#### South City College, Birmingham

July - September 2021

- As a registration officer, I registered students on the colleges system, gaining experience organising and inputting data.
- I built my interpersonal and teamwork skills by fostering a healthy relationship with my registration team by openly supporting them at times of difficulty, which increased efficiency when I required assistance.
- From the experience I gained from speaking to each student, I learned the many different customer portfolios and efficiently represented the College professionally.
- I showed initiative in guiding students who didn't know how to speak English sufficiently to their next destination, communicating clearly, being supportive and easing the students who were worried and unsure where to take their career.
- Working ten hours, five days a week, in a fast-paced environment, with hundreds of students waiting to be enrolled, helped me build my resilience and work ethic.

**National Grid, Birmingham**

June 2018 – August 2019

- I worked in-office in the property division, helping a team organise property documents and logging them onto their contract management system.
- I learned how data input works, spent great attention to detail and ensured that all data input was correctly and efficiently.
- Working in a large team of differing individuals in an unfamiliar environment improved my communication and team working skills as I needed to work efficiently to keep up.

**Air Ambulance, Birmingham**

June 2016 – January 2019

- Volunteered to do charity work for an extended time at my local not-for-profit Air Ambulance shop.
- Improved my customer service and interpersonal skills by guiding and helping customers on the shop floor.
- Supported the limited staff keeping the shop open during busy Christmas periods, sometimes working with only one other shop manager using teamwork to ensure high customer satisfaction whilst working under pressure.
- Learnt valuable communication skills while maintaining a positive and respectful attitude and practising professionalism while speaking to customers and staff.

**W.K Solicitors, Birmingham**

June 2018

- Working in a consultant law firm, I experienced basic customer service, including answering customer phone calls, building my verbal communication skills and teaching me how vital it is to speak responsively and clearly to customers on call.
- I analysed past case studies of clients, which built my written and analytical skills.

**Additional skills**

- Proficient at working with Microsoft Office, Word, PowerPoint, Teams and have experience with various data input systems used at different organisations.
- I am very accustomed to Excel, with Vlookups, data manipulation, Pivot Tables, and If statements, and I have experience using SPSS.
- I have started a Data Analytics course and am currently learning web analytics.

**Interests and Achievements**

- *Karate*: I have always been an advocate for self-defence, and for the last 11 years, I have studied karate and have competed at several tournaments. Karate has helped me with my physical and mental wellbeing as a break from education and has helped me stay motivated. I currently am 2nd Ryu (brown-black belt).
- *CAS Project*: As part of my IB Diploma, I delivered a presentation on managing screen time and its effects (digital detox) in a school assembly of 300 students. I learned a lot from this experience, which built my confidence in speaking in front of others.
- *Videogames*: I am passionate about the value of video games in both the form of entertainment and their vast unmatched potential in the entertainment industry. During my IB Diploma, I wrote my Extended Essay of 4000 words on video games' profitability. Additionally, I own a blog site where I discuss my opinion on video games and the industry.