

# ARMINTA ROKEB

## PROFESSIONAL SUMMARY

I have 2 + years experience in digital marketing, brand development and strategy. I am skilled in understanding consumer behaviour, analytics, and creative growth to increase sales. I have implemented these skills to ensure the success of the Pilates and Yoga society, which saw a growth turnover rate of 1150%. I am looking for a content creation/ marketing role in your team. I am based locally and can start immediately.

## EMPLOYMENT HISTORY

<b>DIGITAL CONTENT CREATOR</b> <i>University of Kent</i>	<b>Aug2024 - Present</b> <i>Canterbury, UK</i>
<ul style="list-style-type: none"><li>- Ranked 6<sup>th</sup> Best University TikTok across the whole of the United Kingdom by Nonsensical – The TikTok Agency</li><li>- Create and edit engaging short form video with a combined reach of over 70,000 people</li><li>- Collaborate in a team of 5-10 to come up with strategy, targets and produce commercial content</li><li>- Created over 100+ compelling digital narratives in shortform video across social media platforms</li><li>- Worked at various high traffic events of over 3,000 people to capture content and interact with individuals</li><li>- Software's used: Adobe Premiere Pro, CapCut, Instagram, TikTok, Monday.com, Assetbank</li></ul>	
<b>HEAD OF CREATIVE DIGITAL MARKETING</b> <i>Inspiring Cultures LTD,</i>	<b>Aug 2024 - Dec 2024</b> <i>Canterbury, UK</i>
<ul style="list-style-type: none"><li>- Introduced colour and created over 40 short form promotional videos - Designed all social media content on LinkedIn to 2,000 followers.</li><li>- Utilised Google Analytics for an insight into website traffic and sales which was implemented into market planning</li></ul>	
<b>BRAND AMBASSADOR</b> <i>Latham and Watkins LLP,</i>	<b>Aug 2023 - Mar 2024</b> <i>Canterbury, UK</i>
<ul style="list-style-type: none"><li>- Promote the law firm on campus, achieving 500+ LinkedIn impressions, 100+ link engagements.</li><li>- Conduct networking events of 50-100 people to enhance firm visibility and build relationships</li></ul>	
<b>MARKETING INTERN</b> <i>Bangla Trac,</i>	<b>Jul 2023 - Sep 2023</b> <i>Dhaka, Bangladesh</i>
<i>Worked for 3 different companies which include- Burger King Bangladesh, Tiffin Box, and Ami Probashi</i> <ul style="list-style-type: none"><li>- Supported the planning and execution of 4 different outreach campaigns to expand market reach.</li><li>- Managed 3 influencer/affiliate partnerships, and negotiated deals</li><li>- Played a role in developing the 8<sup>th</sup> Burger King branch in Bangladesh</li><li>- Developed 5 different innovative concepts for Tiffin Box' 1<sup>st</sup> flagship store</li><li>- Heavily researched consumer behaviour and shopper insights to delight consumers, over the span of 3 weeks</li><li>- Conducted over 10 different photography shoots to increase product appeal</li><li>- Contributed to creative strategy discussions for the company's 1<sup>st</sup> television commercial.</li></ul>	

## EDUCATION

<b>MSC DIGITAL MARKETING AND ANALYTICS</b> <b>Present</b> <i>University of Kent,</i>	<b>Sep 2025-</b> <i>Canterbury, UK</i>
<ul style="list-style-type: none"><li>- Relevant modules studied include Customer Insights, Digital Marketing Strategy and Online Consumer, Applied Data-Driven Marketing Analytics, and Emerging Issues in Contemporary Marketing and Web design(Predicted First)</li></ul>	

## FIRST CLASS BSC (HONS) MARKETING

Sep 2022 - 2025

*University of Kent,*

*Canterbury, UK*

- Relevant modules studied include Marketing Strategy, International Business, Project Management, Marketing and Society, Consumer Behaviour, Ethics and Sustainability, Accounting and Finance, Service and New product Marketing
- Critically analysed and developed the marketing and sales strategies of Gymshark, Innocent Smoothies, and Jellycat London, and Disney, Lydden Hill, Porchlight, Airbnb

## IGCSE AND IBDP

2017 - 2021

*The British School,*

*New Delhi, India*

- Relevant Achieved IGCSE grades of 2A's, 1 A\*'s, 5 B's, and 1 C in 2019, IB overall :34 points
- Higher Level subjects: English Literature, (6) Economics,(5) Psychology (6)
- Standard Level subjects: Mathematics, (4)French,(5) Chemistry(4)
- Received the Theory of Knowledge certificate

## LEADERSHIP

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### SOCIAL SECRETARY/EVENTS MANAGER

Aug2025– Present

*University of Kent Pilates and Yoga Society,*

*Canterbury, UK*

- Took a society that was on the brink of failure to over 100 members within the first 5 days
- Planned 14 weekly events with varied themes which have been incredibly successful with an amazing turnout
- Crisis handling and problem solving when 50-75 people register for an event when there was an expected turnout out of 30 people
- In charge of planning and co-ordinating all logistics of weekly events with a team of 6 people
- Managed the only successful wellness society at our university, with an increase from 8 to 100 members

## SKILLS AND CERTIFICATIONS

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- McKinsey Forward Program
  - Introduction to Strategy Consulting by BCG
  - Sales by CBRE
  - Pre Sales by Hewlett Packard
  - LVMH certificate

