



Zoë Ann Baker

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Profile

I am drawn to the agile nature of a career in the media. Most attractive is the need for creativity alongside diversity. The turn towards digital platforms and social media excites me as a key means of promotion within today's society. I know I have the enthusiasm, determination and innovation needed to pursue this career.

I am currently developing my own blog: www.zoewithdots.com. I discuss relevant media topics alongside insights into my love of music, photography and food. My aim is to create a platform upon which I can publish my own media, to continue learning and developing skills, to be visible through an online presence, to create a personal brand and to understand audiences by interacting with the online community. I monitor progress and interest using Google Analytics.

I keep connected to current events by following media based blogs, websites and RSS feeds as well as actively engaging with social media (e.g. Twitter, Facebook, Flickr, Youtube, Gowalla, Foursquare, LinkedIn).

Education

A levels: Media Studies (A) English Language (A) English Literature (B) **AS:** Film Studies (A)

Sept 06 - June 09, Cardiff University: BA Journalism, Film and Media Hons 2:1

Dissertation:

Title: Social networking and music: The impact of MySpace as a digital platform for discovery and distribution

- **Grade obtained:** 1st
- **Length:** 14, 000 words
- **Time frame:** 7 Months
- **Value:** 1/6 of degree

Synopsis:

In a digital landscape, which acts as a catalyst for new technology, it is vital to constantly evaluate how we discover music and the platforms we use to do so. For me, social media was a relevant and essential capacity for distribution and discovery of music.

After collecting and evaluating qualitative and quantitative data, I found that both artists and consumers react positively towards the distribution and discovery of new music through social media platforms. In sum, I suggested in order to move forward, within a technological environment in flux and escalating consumer expectancy for free and instant culture, the music industry as a whole must drive towards a media influenced by social networking and access-based business models rather than an ownership of content.

For full copy of dissertation please see www.zoewithdots.com/about

Work Experience

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**Provide - www.providepeople.com (IT Recruitment Specialists)
Web Sourcing Specialist / Delivery Consultant**

April 2010 - June 2010

As a Web Sourcing Specialist at Provide I located hard to find, passive candidates, not available to the open market.

- Candidates were identified on behalf of key clients from across the entire IT spectrum e.g. Testers, Software Engineers, Helpdesk Language Experts and Systems Administrators.
- Social Recruitment and headhunting methods included the identification of candidates through:
 - Search Engines - practicing and mastering Web 2.0 searching techniques: Boolean, deep web, people find searches
 - Social Networking - Facebook, LinkedIn and Twitter
 - Job Boards - Jobsite, Monster, CW Jobs
- On a daily basis I dealt with a multitude of professionals on a global scale. I liaised with candidates from graduate to management level and clients from human resources through to director level.
- I worked closely with both parties to manage expectations, negotiations and offers. This included conducting detailed interviews and offering consultation for candidates. I advised candidates regarding the construction and content of CV's and implemented interview preparation and debriefing.
- I learnt to use the specialist recruitment CRM system 'Bullhorn' to ensure a detailed and organised approach to candidate, email and time management.
- I was responsible for writing job advertisements for publication on several job boards and the evaluating the responses received from candidates.

NHS - Strategic Health Authority

January 2010

Work Experience - Communications Department

During my work experience for the NHS my biggest achievement was creating a press release which I researched and wrote in entirety. The release directly resulted in the publication of 7 articles in the local press. I felt I was able to contribute something of real value to the team as there is usually minimal time available for proactive PR in the communications department.

Other achievements:

- Editing content and creating articles with data gathered through public surveys
- Writing press releases for release to media in the West Midlands
- Monitoring levels of press coverage and making the team aware of potential news stories using Durrants
- Attending a conference to represent department ('Social Marketing in the NHS')
- Attending meetings and liaising with other departments to ensure effective communication
- Writing articles for publication in NHS magazines and profiles for job recruitment
- Making posters for staff notice boards, designing email bulletins

Various Service Industry Positions

June 2002 - June 2009

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Before and whilst at university I worked in the service industry to support myself and my studies. The customer facing roles I sustained allowed me to gain valuable social/people skills and fit comfortably within many situations. I have worked in a quaint cafe, a busy student bar, a wine store and a reputable fine dining restaurant.

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Skills practised:

- **Promotion** - using unique ideas to create displays, front up shelves and recommend particular products
- **Up selling** - persuading customers to add on side orders to meals or selling shots on the floor at the bar
- **Creativity** - working with tight resources and within limited time to make area more attractive or usable for customers
- **Responsibility** - being trusted as a part time member of staff to run a team, open shop, handle cash, complete banking and become a key holder
- **Flexibility** - able to take on extra work at little notice and be committed to work longer hours or more shifts if required
- **Organisation** - taking bookings, liaising with other team members and departments, stock take, delivery checks
- **Commitment** - dedicated to company, taking pride in high standards of service and catering to needs of individual customers
- **Staff training** - confident and knowledgeable through own work to thoroughly train both new and existing members of staff

Interests

I find that activities I enjoy in my free time, such as watching television and film and reading magazines relate back to wider media debates. I love travelling. I spent the summer in India and Nepal, which opened my eyes to many new places experiences and cultures and helped improve my confidence in challenging situations.

I am committed to working hard but I do enjoy an active social life. I love fashion and I am always on the look out for new items to adapt my existing wardrobe. I have a passion for food and enjoy cooking at home - both old favourites and experimenting with new dishes - as much as eating out. I have a strong appreciation for beautiful design. I love reading, photography and skiing.

Referrals available on request