

# Kyra Allen

Portfolio: [Kyramlallen.co.uk](http://Kyramlallen.co.uk)

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## *Education*

**MSc Marketing**, University of Nottingham 2021 - Present  
Expected Grade: 2:1

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**BA(Hons) Digital Media Productions**, Sheffield Hallam University 2018 - 2021  
Grade: First

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**BTEC Networking Fundamentals**, Central College Nottingham 2015 - 2017  
Distinction\*, Distinction

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**GCSE**, Nottingham Emmanuel School 2009 – 2014  
6 subjects at grade C including English, Maths and Science

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## *Experience*

**Sales Assistant**, Blacks Retailers Jun 2019 – Feb 2020

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- Being a part of creating a friendly team-working environment which collectively reaches sales targets daily.
- Provided high standards of customer care. Being an outdoor equipment retailer, our customers often needed advice on what equipment they would need for their activities.
- Engaged with the learning platform to gain in-depth knowledge about products in order to provide customers with informed recommendations.
- Efficiently handled, organised, and registered replenishment of stock and new deliveries.
- Maintained excellent shop floor standards ensuring customers maintained a positive impression of the store.
- Assisted in stock audits ensuring precision in the accounting of stock was taken.

**Sales Assistant**, Cook (Retail Store) Sep 2016 - Jun 2017

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- Opening up and closing the store
- Managing and providing excellent customer service at the tills
- Keeping the shop floor clean and presentable
- Stock checking and handling deliveries
- Helping and ensuring customers got the right products and providing an experience
- Being part of a team and working with others

## ***Voluntary Experiences***

### **Under the Skin**

Aug 2021 - Sep 2021

An illustration studio with a focus on endangered species

Responsibilities: Animated premade illustrations for an augmented reality exhibit displayed at COP26.

### **Steel Reality**

2 Months 2020

A Sheffield-based augmented reality experience event.

Responsibilities: Branding, created a branding guide and posters.

## **Sheffield Hallam University, Societies**

Fellwalking and Mountaineering Society: Trips coordinator

2020 - 2021

- During Covid, the society fairs were cancelled so I created a promotional video and Instagram post backgrounds for the society.

Digital Media Society: Secretary and founder member

2019 – 2021

- Helped set up the society ensuring we met requirements to do so and gathered interest in the society to increase our membership.

Enactus: Recycled clothing start-up team member

2019 – 2020

- Researched and found suppliers for second-hand clothing, produced branding and discussed the logistics of the project.

SCUBA Diving Society: Social secretary

2018 - 2019

- Organised social events and ensured everyone felt safe and welcome during events.

## ***Skills***

**Adobe:** Experience in using the Adobe suite, particularly Illustrator and After Effects but also with Premier Pro, Photoshop and InDesign. I have created a number of promotional videos, brand designs, graphic videos and short documentaries. These can be seen in my portfolio.

**Media Production:** Experience using a range of different cameras and sound equipment.

## ***Hobbies & Interests***

- Spotting wildlife - I love learning about birds, insects, trees and other wildlife and going out to spot them.
- Hiking – I go walking around the Peak District, Lake District, Wales, and Scotland with friends as well as with a local walking group.
- Climbing - I enjoy climbing at my local climbing centre.

## ***References***

Available upon request