

Austin Jobi

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Content Creator

Results-oriented MSc Digital Marketing graduate with a robust background in social media content creation and two years of providing exceptional customer service. Proven ability to communicate effectively across various channels and a commitment to enhancing customer satisfaction. Demonstrated ownership, accountability, and a proactive approach to improving processes and workflows.

WORK EXPERIENCE

Chai Street Indian Restaurant • Chai Street Indian Restaurant • Full-time • 10/2021 – Present

Content Creator

- As the restaurant's Social Media Manager, I produced content for social media and other digital platforms. Using creativity and knowledge of social media, developing content that resonates with their audience, from producing attractive product photographs to filming and editing engaging Instagram reels.
- exceeded customer service standards by consistently providing exceptional support through social media, resulting in increased customer satisfaction rates.
- Effective Communication Skills: Utilized strong communication skills developed as a Social Media Manager to engage with online followers, fostering a positive and interactive digital community for the restaurant.
- Successfully addressed customer inquiries and feedback on social media platforms, demonstrating an ability to navigate and resolve issues promptly in an online environment.
- Maintained a positive brand image through content creation, transferring this skill to represent the restaurant positively in customer interactions and uphold its reputation.

Restaurant Crew Member

- Collaborated with team members to maintain high service standards, leading to higher customer satisfaction.
- Enhanced communication abilities as a front-of-house employee, efficiently handling orders and facilitating communication between tables and the kitchen.
- Cultivated a positive attitude as the first point of contact with guests, contributing to effective teamwork and multitasking abilities.
- Demonstrated strong problem-solving skills by consistently offering effective solutions to customer inquiries.
- Developed quick problem-solving skills to address customer needs and concerns promptly in a fast-paced restaurant environment, showcasing adaptability and composure under pressure.

Chai Social Restaurant • Cardiff • Part-time • 06/2022 – 12/2023

Content Creator

Mint And Mustard Penarth • Penarth, Wales, UK • 01/2022 – 05/2022

Content Creator

Ozone Detailing • Thrissur, Kerala, India • 12/2020 – 02/2021

Content Creator

Unschool • 12/2020 - 01/2021

Sales And Marketing Intern

- Assisted in building and maintaining customer relationships through various channels, contributing to a positive customer experience and satisfaction.
- Utilized strong communication skills to convey the value proposition of Unschool's premium accounts to potential customers. Addressed customer queries, resulting in increased trust and successful conversions.
- Leveraged social media platforms as a key sales tool, employing targeted messaging and content strategies. Increased brand visibility, engagement, and conversions by strategically utilizing platforms like Instagram
- Focused on educating customers about the benefits and features of unschool's premium accounts. Cultivated strong relationships through personalized communication, resulting in customer satisfaction and potential future business.

EDUCATION

Master's Degree , Digital Marketing

Cardiff Metropolitan University • 01/2021 - 12/2022

Master's Degree , Digital Marketing

Cardiff Metropolitan University • 09/2021 - 09/2022

Bachelor's Degree , Business Administration And Management , General June

Srm University • 01/2018 - 05/2021

A Levels in Computer Science

Devamatha Cmi Public School • Kerala • 06/2016 - 03/2018

CERTIFICATIONS

Social Media Marketing for Small Business

Linkedin • 08/2022

SKILLS & INTERESTS

Adobe Photoshop, Adobe premiere, Branding Process, canva, Communication, Content Creation, Creativity, customer service, Final Cut Pro, Lightroom, Luminar, Microsoft Word, Multitasking, Passionate, Photography, Positive Thinking, script writing, Social Media Management, Social media marketing, Teamwork, video editing, Videography, content creation, filmmaking, photography

customer service: Active Listening, Adaptability, Multitasking, Patience, Problem-Solving, quick learner

PROJECTS

Austin Jobi

youtube channel • 11/2016 - Present

- Creator and editor of educational and entertainment content for YouTube audience
- Over 40,000 subscribers and 1.5 million views