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1) INTRODUCTION

This individual report is based on my reflection development plan on the role play that helps to connect the gap between where I am now and where I want to be at a particular time successfully. I will show my career development plan regarding what I would like to dedicate myself to in the future. My first choice as a career goal is digital marketer officer because I am motivated by acquiring excellent communication skills, learning to analyse data, and being super creative to originate strategies for the progress of a company performing a brilliant role. I will explain how to improve my production, forming an action plan based on awareness and a lifeline exercise. My personal development is divided into values, reflection, goal-setting, and planning for personal growth, which I will explain through SWOT analysis and SMART analysis within the context of a career, education, relationship, or self-improvement. This report will consider how to analyse the future job conditions, understanding, and skills that are mandatory within a university career professional development plan providing a depth overview of how I feel about this course.

2) LIFELINE EXERCISE

The turning point in my growing up is when I discover the core of strength within I that survives all hurt and obstacle concerning my lifeline exercise allows me to review several gaps in my skills and experience to be closed to achieve my career aspiration Digital Marketer.

During my growth, I have gone through specific barriers that put me where I am right now. I have always been passionate about aeroplanes; for this reason, I decided to do the flight deck crew course and work on it to know different countries and cultures. Due to my basic English level, the probabilities of development were limited. Therefore, I decided to move to the United Kingdom to enhance my language and have different possibilities of progress in my life. However, living in London made me renew my mind entirely, discovering new facets, tastes, hobbies and opening new life expectations. These five years of living outside my country of origin have encouraged me to convert a more valid person and gain abilities such as learning a new language and being more empathetic and supportive. In my job experience, I have been blessed to promote my work position and get high responsibilities within the Human Resources department in my corporation. That made my fast-learning expertise help me to be highly organised and resolve obstacles more effectively.

What caught my consideration in the high demand in the media and marketing industry is learning and using critical thinking skills, creating strong oral and written messages, managing their image, developing my creativity, and solving problems more effectively. As mentioned by Cottrell, (2015), "Problem-solving is highly valued by employers." This indicates that corporations are looking for workers with high strength to resolve problems following some guidelines without the need for third individuals to appear. Within the media and marketing industry, the place I want to achieve is to be an innovator digital marketer ending my career as a graduate with excellent salary possibilities with an average of £24,000 per year or £12.31 per hour. Entry-level positions start at £19,000 per year, while most experienced workers make up to £55,000 per year (Digital Marketing Graduate Salary in the United Kingdom - Average Salary, 2021). This career will help me generate authority and gain trust in the market, connecting the audience instantly and tracking campaigns easily, allowing me to adapt and drive better results.

3) REFLECTION IN MY ROLE PLAY

Throughout the preparation, there were many difficulties that I had to face through such as finding a time that would fit everyone schedule to discuss and practice for the role play as most of the group members participate actively in the University's programme. We managed to make time so that we could practice. Furthermore, this roleplay has helped me be more confident in front of the audience in an actual interview and the opportunity to amend the concerns that can impede my performance.

4) SELF EVALUATION REVIEW

Several gaps in my abilities and expertise must be closed to achieve my career aspiration as Digital Marketer Executive. To do this, I will follow a series of steps to help me gain knowledge and skills within the industry. I will focus on improving and obtaining extra universal transferable skills, which are the fundamental attributes that most employers in all sectors ask for when hiring a candidate. (Rook, 2019). I must highlight my deficiency of self-confidence, be a better listener before giving any response, and lack communication among those abilities that I have to tackle.

To enhance those aspects and achieve my career goal, I will follow some techniques to self-motivate myself to improve my qualities towards the future. "There is nothing more powerful

for self-motivation than the right attitude. You can not choose or control your circumstance, but you can select your attitude towards your circumstances. (McKenzie, 2021). Your approach at work can impact your career and your general viewpoint on life; just positive thinking and smiling and are the main staples to prosper in your goals.

The learning style that VARK offers can help people develop additional and effective strategies for learning and make their communications skills better. The techniques that this questionnaire determines are visual, aural, read/write, kinaesthetic, or you can be multimodal, which means you have multiple learning preferences. The realisation of the VARK quiz carried out through class helped me know that I have numerous learning styles. The first one is a visual learner; this preference includes depicting information in maps, spider diagrams, charts, graphs, labelled diagrams and other devices that people use to represent what could have been presented in words. Secondly, I also have the reading/writing learner mode; this preference is for information displayed as words; in my case, I prefer to write things down and receive handouts on new material. Not surprisingly, many students have a strong choice for this model. According to Drago and Wagner (2004), it has been proven that students possess diversity in learning styles which have become their priority, and teachers should effectively deliver the course according to the students' needs. This means that after completing the VARK questionnaire, I feel that the results were pretty accurate. The VARK learning style can create an engaging learning environment for students and stimulate our senses in learning.

5) PERSONAL DEVELOPMENT PLAN

A) SWOT ANALYSIS

The realisation of my SWOT analysis made me recognise my strengths and weaknesses to complete and highlight my personal qualities, being a benefit for myself in a positive way to get prepared for my professional career. As personal skills, I can name having a strong sense of importance when accomplishing responsibilities, projects working individually, and being versatile and resilient. I am very committed to work and always trying not to leave anything unfinished. Regarding my qualities, I can highlight empathy, support, reliable and a bubbly personality.

These five years of living outside my country of origin have helped me become a better person and acquire skills such as learning a new language, being more supportive with others, and having a fast-learning ability to be very well organised and solve problems more effectively. "Flexible workers can change priorities quickly as work conditions demand as well. Employers will consider those with flexibility for new and challenging projects to adapt rapidly to new work conditions." (The strengths of employees, 364 words, 2021). This makes this skill of mine one of the most outstanding, and that is why I will continue to work hard on it.

On the other hand, my SWOT analysis made me recognise many weaknesses that I must improve. One of my most significant weaknesses is that I always become frustrated when I cannot achieve what I want. To overcome this weakness, I always engage in other activities like raising funds to break out of the routine. However, there is the fact of wasted opportunities. Procrastination is all avoiding what things are waiting till the last minute. By doing so, a person stands to lose many options that could have taken advantage of if only it was done on time. Sometimes can be frustrating, especially once the person realises that so much could have been accomplished if only it was done on time. According to Bolt and Dunn (2016), "Procrastinators ended up doing shoddy work. Postponing seems to lead to compromises and sacrifices in quality." Furthermore, the lack of effort and my poor time-management skills make a terrible combination. Therefore, I have to work a lot into those negative aspects to be more productive.

STRENGTHS	WEAKNESSES
- Powerful insight of importance to completing duties and projects - Versatile and resilient - Understanding of extra languages - Problem-solving - Extremely organised	-Quick-tempered -Anxious -Perfectionist -Procrastination -Lack of spoken language skills -Time management skills
OPPORTUNITIES	THREATS
-Internships -Support from industry for coming preparation and career possibilities -Build professional relationships -Freelance -Opportunity for extra studios	-Competing business -Lack of knowledge in the area -Decrease in employment possibilities due to the crisis created by COVID-19

B) SMART ANALYSIS

Implementing SMART goals into my personal, educational, and professional purposes will ensure my continued success, giving me a better understanding to better navigate my life and daily situations. I will tactfully report my developmental levels for each of these three goals and use the SMART goals to understand better what I need to perform. For my professional purpose, several gaps in my skills and experience must be closed to achieve my career aspiration as a Digital marketer. To do this, I will follow a series of steps that will help me gain experience and skills.

Firstly, I will focus on improving and acquiring new universal transferable skills, which are the essential attributes that most employers in all industries ask for when hiring a candidate. I will also use the LinkedIn platform as my professional profile to connect with other professionals in the industry, thus learning from them and expanding my networking connections for future opportunities. I will attend networking events or conferences because I will have the chance

to listen to global industry experts and take advice from the best to build better professional interpersonal relationships gaining inspiration. After acquiring all these skills, I will try to apply to several companies; an internship will put me face-to-face with the real world and, in the meantime, will help me expand my digital portfolio and experience.

SPECIFIC	Spread my professional vocation as Digital Marketer
MEASUREABLE	I will finish investment and social media retailing courses to improve my learning in my first year.
ACHIEVABLE	Once the courses have done, my education will be higher forward with my self-esteem. I will demand apprenticeships to begin gaining proficiency in the industry.
REALISTIC	I desire to convert a marketing businessperson to increase the benefits and idea of tomorrow, give myself motivation and thoughts.
TIMELY	I want to develop as an organiser in my third year because I will have the capacity to generate advertising properly. I will earn a distinct promotion marketing produced every period for the next five months from now.

6) REVIEW OF MY UNDERSTANDING AND EXPECTATIONS OF THE WORK EMPLOYMENT

Digital marketing has become a vital aspect of business running. People are becoming more and more consumers of the digital world through mobile devices, computers, and laptops.

Nevertheless, to be prosperous, I must know how to achieve my performance and set consequences and performance objects that would help me accomplish my intentions. According to Lurie (2018), " Time management is a valuable skill for professionals in any industry, but it is particularly crucial for marketers, who must make deadlines while grappling with campaign changes and other interruptions." This means that time management is an indispensable key to complete more tasks in less. Proper, efficient use of time also reduces stress. It allows me to accomplish more extensive results in a shorter period, leading to more time freedom, focus better, and enabling me to be more productive.

First of all, my most significant ambition after my graduation is to get connected as a digital marketer in a company where I can boost my self-esteem and confidence by giving me a purpose. Choosing the right career, in the end, will provide me with the source of my happiness. Consequently, one of the foremost challenges that I will face as a digital marketer is getting people to visit my company website. To refine and hone my social media marketing craft, I will need to turn to tools that can give me incredible insights into what drives people to engage with a brand on social media, taking free online courses. I will need to keep myself updated regarding technology tools and become adept at communicating with them there.

8) CONCLUSION

In summary, over recent times, for digital marketing to be successful, numerous factors must be met or observed and majorly benefit the promotion of any business. Given the difficulties associated with a successful job search, having a clear understanding of one's career goals and the talents needed to achieve them is crucial. From my knowledge, I can say that my career development plans are strengths and weakness; this will help me know how the most valuable courses I need to take to improve myself in a career. Meanwhile, be aware of the goals and objectives of the organisation and thus be able to align my skills with them and improve my capabilities.

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