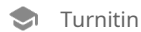


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Name

Student ID

Module: BMSW4012 – Professional Career Development

Lecturer: Muhammad Cassamo

Date

Part A: Professional Career Development: A Reflective Analysis Using Rolfe's Model

Introduction

Professional development is a lifelong process through which one gets to intellectual, emotional, and career enhancement (Zepeda, 2019). To succeed in the modern world of work, technical skills alone are insufficient (García-Pérez et al., 2021). One needs self-awareness-awareness, effective communication, and goal planning. Reflective practice facilitates the process of never-ending improvement, as it promotes a critical assessment of experiences (Kirkman and Brownhill, 2020). In this essay, I will use the Rolfe Reflective Model. What? So What? and Now What? To consider three tools within the Professional Career Development module: SWOT analysis, SMART goals with PDP and Johari Window, and how they have affected my employability, self-awareness, and personal development (Coombe, 2020; Beganu and Nițan, 2019).

SWOT Analysis: Self-Awareness for Strategic Growth

What?

In Week 2 of the Professional Career Development module, I conducted a personal SWOT analysis to assess my strengths and weaknesses, as well as the opportunities and threats that could impact my employability, both internally and externally. A SWOT analysis (an acronym that stands for Strengths, Weaknesses, Opportunities, and Threats) is a planning tool utilised to provide direction for a self-evaluation (Antoniadou and Kanellopoulou, 2024). This exercise helped me identify my key strengths, which include good written communication, organisational skills, and adaptability. Such attributes have always helped me with schoolwork and meeting deadlines. Nevertheless, I realised that I lacked confidence in public speaking as well as leadership experience. Some of the opportunities that emerged from this analysis included joining student societies, participating in volunteer positions, and undertaking digital upskilling through free online platforms. Among the

threats were low work experience in formal settings and the growing competition in the graduate labour market, particularly at entry-level positions that demanded hybrid or mixed skills that were both technical and interpersonal.

So What?

This reflective practice has significantly enhanced my self-awareness, as it encourages me to think critically about my strengths and weaknesses. According to Cottrell-Williams (2025), reflection helps individuals make decisions regarding personal and professional growth. It helped me understand the distinction between passive self-awareness and practical knowledge. For example, despite considering myself a good communicator before, the SWOT analysis has shown that I had not fully mastered this skill under high-stress conditions, such as public speaking or job interviews. According to Gallagher (2022), employability is not only about acknowledging strong areas but also working closely on weak points. It was particularly telling to realise that I had shunned leadership opportunities for fear of failure. This understanding prompted me to reflect on my participation in group work and leadership experiences.

Now What?

As a reaction to these revelations, I enrolled in a student debating society to work on my verbal communication and overcome my fear of speaking in front of people. I also enrolled in an introductory course on Microsoft Excel through LinkedIn Learning to enhance my digital competency. These two initiatives have now become part of my Personal Development Plan (PDP), which I will monitor on a monthly basis. I have also undertaken to revise my SWOT analysis every four weeks, as I find it a dynamic tool that enables me to reset goals and track progress. This is a planned reflective process that will keep my ongoing development on track with changing career goals and market trends (Patole et al., 2024).

Table 1: Summary of My SWOT Analysis

<i>Strengths</i>	<i>Weaknesses</i>	<i>Opportunities</i>	<i>Threats</i>
<i>Communication, organisation, adaptability</i>	Limited public speaking, low leadership exposure	Societies, volunteer roles, online training	Job competition, lack of experience, digital skills gap

SMART Goals and PDP: Structured Planning for Employability

What?

During Week 3 of the Professional Career Development module, we discussed the essence of SMART goals, an acronym relating to Specific, Measurable, Achievable, Relevant, and Time-bound objectives. This rigid goal-setting model was combined with the creation of a Personal Development Plan (PDP) to monitor our progress towards learning and career accomplishments. An example of my early SMART goals was: "To find a part-time job in the customer service environment within three months to enhance my skills in interpersonal interactions and collaboration." To achieve this, I outlined the following steps: renewing my CV, finding suitable vacancies, tailoring my application to each one, and practising answers for an interview. These activities were recorded in my PDP, which served as a guide to my personal and professional growth (Do et al., 2024).

So What?

The use of SMART goals allowed me to give a realistic framework to my aspirations and avoid the procrastination effect. It helped me become more focused and confident because a larger goal was divided into smaller, achievable steps. Yan et al. (2025) state that goal setting that complies with the SMART criteria (specific, measurable, attainable, relevant, and timely) has a positive

impact on a person's motivation and personal responsibility, two factors that have a substantial effect on employability. In addition, the PDP provided a broader perspective in differentiating between short-term victories and long-term growth. For example, part-time work can not only contribute to the development of transferable skills (such as communication, time management, and conflict resolution) but also provide practical knowledge of the specifics of the work and expectations, as well as help to understand how everything works in practice. Flexibility to review and revise goals, especially in the face of failure, has been one of the essential learning outcomes of this process.

Now What?

By employing this strategy, I secured a weekend retail position. The experience has enhanced my growth rate in a customer-facing environment, where I am now accustomed to receiving and acting on enquiries, managing complaints, and working in a team setup. I have noted these reflections in my Personal Development Plan (PDP), which has helped to solidify a habit of regular review. I am currently working on applying the SMART framework to achieve bigger academic and professional ambitions. The PDP has become a planning tool I could not avoid as it allows me to prioritise actions, assign resources, and stay motivated. This self-disciplined, one-step-ahead approach embodies the professionalism and anticipation that future employers look for in graduates (Lejeune et al., 2023).

Johari Window: Improving Communication and Feedback Reception

What?

During Week 2 of the module, we studied the Johari Window, a psychological tool created by Joseph Luft and Harrington Ingham, which helps enhance self-awareness and interpersonal

interactions (Osmanoğlu, 2019). The model has four quadrants: Open, Blind, Hidden, and Unknown. The latter are the reflections of the self by the self and others. In one of the in-class exercises, we solicited feedback from our peers and cross-examined it with our self-assessments. It was unexpected to discover that some of the traits I thought of as personal, such as being emotionally sensitive and paying attention to detail, were observable to others, and this shifted them into the "Open" quadrant instead of the "Hidden" one. What is more important is that aspects such as overthinking and hesitancy to talk in a group were characterised as "Blind", which points to the weak sides unknown to me but apparent to others (Beganu and Niţan, 2019).

So What?

This was an earth-shattering revelation. It has demonstrated the difference between self-impression and that of others and how this difference may affect my communication and cooperation abilities. As Schein and Schein (2015) remarks, opening the "Open" space encourages trust and the development of working relationship skills, which are increasingly valued in contemporary working environments. The identification of the Blind areas in my behaviour made me realise that by being hesitant or overanalysing situations, I can easily be viewed as disinterested or uninitiated. Moreover, it reminded me of the importance of emotional intelligence in teamwork and leadership. The constructive receiving and processing of such feedback helped me realise that vulnerability and openness are not weaknesses but requirements for growth.

Now What?

I, in turn, solved this by introducing monthly feedback sessions with a peer support group, the members of which review each other's performance during academic and group work. This method of peer review has taken centre stage in my development. Another thing I started doing was keeping a reflective journal to record responses to feedback and monitor my personal growth.

Additionally, I now actively participate in group discussions and offer to perform minor leadership functions at seminars. Such measures are gradually changing my interaction with other people and my attitude to constructive criticism. As time passes, I am gaining confidence, self-awareness, and an openness to qualities that are paramount to personal achievement and career advancement (Tripathy, 2021).

Conclusion

I applied Rolfe's reflective model to assess three essential tools: SWOT analysis, SMART goals with PDP, and the Johari Window. All of them improved my self-awareness, goal-setting and interpersonal communication. The two emphasised the connection between career progression and personal development. Such thoughts have boosted my confidence, discipline, and flexibility, which are now ready to enable me to own my development and interact more effectively with future work-related possibilities.

Part B: Professional Career Development

Job Description

Job Title: Junior Marketing Assistant

Location: London, UK

Salary: £24,000 – £26,000 per annum

Job Type: Full-time, Entry-Level

Company Overview: Digital Boost Agency is a rapidly growing digital marketing consultancy, known for providing tailored branding, content, and social media solutions to both emerging start-ups and established consumer brands. With a collaborative work culture and emphasis on innovation, our team thrives on creativity, strategic thinking, and measurable results.

Position Summary: We are seeking a highly motivated Junior Marketing Assistant to support our marketing team in executing and tracking campaigns across multiple platforms. This role is ideal for someone at the beginning of their career in digital marketing who is eager to learn, contribute to client success, and develop core industry skills.

Key Responsibilities:

- Assist in creating, curating, and scheduling social media content.
- Monitor digital campaign performance and compile monthly analytics reports.
- Support the development of digital marketing materials including newsletters and blog content.
- Conduct competitor and market research to inform campaign strategies.
- Attend client briefings and take minutes for internal follow-up.
- Liaise with designers and external vendors when required.

Essential Criteria:

- Excellent written and verbal communication skills.
- Basic understanding of digital marketing principles and tools.
- Familiarity with social media platforms (e.g. Instagram, LinkedIn, Facebook).
- Competent in Microsoft Office Suite, especially Word and Excel.
- Ability to work independently and collaboratively.

Desirable Criteria:

- Exposure to design tools (e.g. Canva, Adobe Spark).
- Experience using scheduling or analytic tools such as Hootsuite or Google Analytics.
- Demonstrated interest in digital trends through university projects, blogging, or short courses.

Benefits:

- Training budget for professional development courses.
- Monthly one-on-one mentorship sessions.
- Flexible working hours and a hybrid office environment.

Cover Letter

[Your Full Name]

[Your Address]

[City, Postcode]

[Email Address]

[Phone Number]

[Date]

Hiring Manager

Digital Boost Agency

London, UK

Dear Hiring Manager,

I am writing to express my eagerness for the Junior Marketing Assistant position at Digital Boost Agency. Having just graduated with a Certificate in Higher Education in Employability Skills from the University of Wales Trinity Saint David, I combine a solid academic foundation with on-the-job experience that aligns well with the creative and strategic culture of your agency.

Throughout my studies, I developed a solid foundation in personal branding, digital communication, and campaign planning. Being active in several student-led organisations provided me with experience in scheduling social media posts and an introduction to design-making tools, such as Canva. Additionally, my experiences working part-time in the retail sector have enabled me to acquire time management, conflict resolution, and customer interaction skills, which are key assets in supporting high-performing teams in fast-paced marketing environments.

I am also in the process of acquiring an online Google Digital Garage certification to expand my knowledge of SEO, PPC, and analytics, ensuring I stay up to date with the latest marketing

technologies. My eagerness to get involved, creative thinking, and attention to detail will allow me to become a valuable member of your team. I am particularly enthusiastic about the idea of Digital Boost Agency because of the way you prioritise new talent and innovation, qualities that I share with the aspirations of my professional career.

Attached, you will find my curriculum vitae, detailing my educational and work experience to date. I would like to elaborate on how my experience aligns with the duties of the position and the agency's vision. Thank you for considering my application.

Yours sincerely,

[Your Name]

CV

Personal Profile

A highly driven and versatile graduate who loves digital marketing and has an excellent foundation in communication, organisation and teamwork. Skilled in social media content management, campaign analytical data handling and customer-facing workplace. I am passionate about continuous learning and have lots of creativity and enthusiasm to offer a results-focused marketing team.

Key Skills

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-
- Social Media Content Creation (Instagram, Facebook, LinkedIn)
 - Written Communication & Copywriting
 - Digital Tools: Canva, Hootsuite, Microsoft Office
 - Data Handling and Analytics (Google Sheets, Excel)
 - Customer Service and Complaint Resolution
 - Organisation, Time Management, and Adaptability

Education

University of Wales Trinity Saint David – London Campus

Certificate of Higher Education in Employability Skills (2024–2025)

Key Modules: Professional Career Development, Communication in Business

Achievements: Developed a Personal Development Plan using SMART goals; Completed reflective practice using Rolfe's Model; Participated in interview simulation task.

Work Experience

Retail Assistant – ABC Fashion, London (January 2024 – Present)

- Provided high-quality customer service in a busy retail environment.
- Handled complaints, product returns, and stock management.

- Managed daily communication with a diverse range of customers.
- Trained new staff in till operation and visual merchandising.

Marketing Volunteer – UWTSD Student Union (October 2023 – March 2024)

- Designed weekly social media graphics using Canva for campus events.
- Managed Instagram and Facebook scheduling using Hootsuite.
- Collaborated with teams to boost event turnout by over 25%.
- Conducted mini surveys post-event to gather feedback for reporting.

Certifications & Training

-
-
- **Google Digital Garage** – Fundamentals of Digital Marketing (Ongoing)
 - **LinkedIn Learning** – Excel Basics for Data Analysis (2025)
 - **Bystander Training & Personal Branding Workshop** – UWTSD (2024)

Projects

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-
- **Mock Digital Campaign (Class Project)** – Developed a campaign for a fictitious product, including social media timeline, ad copy, and performance forecast using basic analytics.
 - **Reflective Essay** – Analysed the impact of personal development models such as SWOT and Johari Window using real-life experiences.

Achievements

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-
- Awarded "Team Contributor of the Month" in retail job (March 2024)
 - Successfully balanced part-time work and full-time study, demonstrating resilience and planning ability.
 - Completed personal development milestones through SMART goal setting and PDP tracking.

Interests

-
-
- Blogging on marketing trends and emerging tech.

- Following advertising campaigns and analysing consumer psychology.
- Participating in webinars on content strategy and branding.

References

Available on request.

Q&A for interview training

1. Why are you interested in this role?

Digital marketing has become my passion, and I would love to be part of a creative team like Digital Boost Agency. The position will provide me with an ideal opportunity to utilise the knowledge and skills acquired during my academic studies and volunteering experience. What attracts me is the opportunity to work on actual campaigns and create their content, as well as to study more advanced specialists in a busy client-oriented agency.

2. What do you know about our company?

Digital Boost Agency is an emerging digital marketing agency in London that has been recognised for working with start-ups and established brands to create inspirational and intelligent campaigns. Your areas of expertise are social media, branding and content. This is because of your focus on innovation, team building, and outcome measurement results, as well as your effort to help nurture upcoming talent, which aligns with my personal values and dream career.

3. In general, what is your typical way of dealing with conflict?

When I engage in conflict, I do so with an attitude of active listening and a peaceful state of mind. My goal is to gather the opinions of every individual and reach a point of agreement. In my previous position, when two team members had a scheduling conflict, I offered to compromise by rearranging duties and ensuring that everyone's needs were considered. The best way is through open and respectful communication, solving problems together.

4. What makes you a good candidate for this job?

I bring a combination of pertinent competencies, a willingness to learn, and a strong work ethic. My practical experience includes scheduling, content designing on social media and customer service. I am flexible and well-organised, and I am already familiar with tools such as Canva and

Hootsuite. Resilience, teamwork, and excellent communication are some attributes that I acquired recently in the retail industry, and these are critical in marketing.

5. What is your greatest achievement in your professional or personal life?

Among my best accomplishments was organising and promoting a student event at the university. I designed advertisements, maintained social media, and did logistics. Our target was to have over 50 people, but the event drew more than 100 attendees. It has provided me with confidence and demonstrated that I can plan, work in a team, and achieve results in a pressurised environment.

6. Give me an example of when you showed initiative and took the lead.

In my volunteer position in the student marketing team, I realised that we were not active on Instagram. I suggested a weekly practice of the student spotlight and designed and planned content. This saw a 30 per cent increment in likes and shares in two months. As the project manager, I led the project through the entire cycle, from idea to Implementation, demonstrating initiative and ownership.

7. Tell me about a time when you had to go above and beyond the call of duty to get a job done.

During the holiday rush, when I was employed in the retail industry, a fellow worker called in sick, and I was asked to work a whole shift by myself. I closed late because I had to refill shelves and address customer complaints, yet I still met my sales targets. It was tiresome, but I was proud of having risen to the occasion and ensured that the team's performance was not affected.

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