

ASSIGNMENT: CHANGEMAKERS (ASSESSMENT 2)

**MODULE NAME: CHANGEMAKERS: BUILDING YOUR PERSONAL BRAND FOR
SUSTAINABLE EMPLOYMENT**

MODULE CODE: BMBM5021/C

NAME AND STUDENT ID: MUHAMAD ARIFF REZZA BIN SHAH RIZAL (2426311)

LECTURER'S NAME: ROBYN GRIFFITHS

This reflective essay aims to critique and evaluate the addition of my employability skills and knowledge that I have gained from my personal and education experience and also how I can add my skills in carrying out a self analysis when it comes to what I can bring to my career aspirations in the marketing and logistics market. From this point this essay will move from an evaluative perspective to a reflective one, determining how these skills will affect my future academic journey and professional development. Additionally, it explores the importance of these competencies in the real world and suggests how I intend to further develop and use them.

From the evaluation task, I now view things more coherently and can see what strengths I already possess and which skills I need to strengthen. During my international business degree, I realized that I have one of the primary skills, as I'm an excellent verbal and written communicator, from presenting before the class, report writing, and classroom discussions. Apart from the fact that this skill got me through my academics, it also made me more confident to express my ideas well, a skill I will never regret having in both marketing and logistics. Clear communication is essential for professional success. Furthermore, it is helpful in determining effective campaign messages, reasoning brand messages and retaining customer relationships in marketing. Clear communication is of great importance in logistics, because if logistics people cannot communicate well with each other they will not be able to coordinate supply chains, manage teams, and resolve issues quickly (Hargie, 2022).

Another vital skill I reflected upon was teamwork. My academic journey has involved numerous group projects, during which I often assumed leadership roles. These experiences enabled me to practice collaboration, delegation, and problem-solving in dynamic settings. For instance, during a project that involved market entry analysis for a fictional company, I was responsible for organising meetings, assigning tasks, and ensuring timely completion. These responsibilities mirrored real-world scenarios, where team-based problem solving is common, especially in roles requiring cross-departmental coordination. Moreover, leadership is a critical skill that further enhances teamwork by guiding a group towards a shared objective, resolving conflicts, and maintaining motivation (Bateman, Jin and Zhang, 2022).

On another note, time management was a skill that I felt most confident with. Academically responsible for part time freelance work required me to schedule and deadline

proof my work for things needing to get done by time. In this regard, this competency is of paramount importance in logistics where operations are time sensitive and disruption caused by delays can be severe (GFS Logistics, 2024). Also in marketing, it is not an easy job to manage multitasking campaigns or timelines. Underevaluation of the skill yielded the benefit that I came to understand how I could transport and build upon the skill in either career path.

As I lay in reflection of my strengths I also realized I had some gaps in my skill set. Despite my natural creativity paired well with marketing skills, I am missing real world use of Google Analytics, SEO platforms and campaign monitoring tools that are practical for marketing. Now, these tools are already a standard issue in most marketing roles and if I'm not familiar enough with them, they make me under qualified in the market. I found that many logistics positions did require some knowledge of systems like SAP and others that manage inventory, which I did not have on my wrack at this time. This deficiency was an important outcome from the evaluation process as the recognition of these deficiencies allowed for targeted learning and improvement (Google Analytics, 2025).

Additionally, I have been slowly improving at working under pressure, but I think getting experience working in fast paced environments like warehouses or hubs would help me in being ready practically. Through the evaluation, I'm also motivated to seek internships or temporary roles in such environments to create the simulation of real world scenarios and build the resiliency. Breaking it down and reflecting on this, I realize that it usually doesn't have the urgency or stress that it does coming from a professional environment, and so by exposing myself to that type of environment will be essential to my development (Swafford, 2024).

I made some clear insights from this reflection that are very important for my future academic and career development. I am aware of my strengths in communication, leadership and time management and academically it has encouraged me to seek more active roles in group assignments and academic discussions. These opportunities provide a practical basis on which to improve these skills further (Carnegie Mellon University, 2016). On a professional front, knowing my gaps has helped me to chart a clear course for development. To get into digital marketing tools and inventory systems, I am going to enroll into some short online courses.

Affordable and accessible, websites such as Coursera and LinkedIn Learning offer well structured packages on Google Analytics, SEO and SAP systems.

Besides technical skills, I also want to grow my critical thinking and adaptability. These are skills you can transfer over to both marketing and logistics. I hope to use more analytical coursework and problem based learning to do so. Play a business simulation or partake in the marketing strategy challenge, which offers a risk free arena to experiment with my decision making and how adaptable I really am. These mimic real world challenges and help me evaluate my approach to unexpected change and time sensitive decisions (Albérico Travassos Rosário and Dias, 2024).

In the direction of looking forward, I plan to use these skills in order to secure my academic performance and improve my employability. As an example, I will wield my time management skills more strictly going into my final academic year in order to navigate higher workload. Additionally, I will try to take more leadership roles in the university clubs or societies and help engage myself in doing some task, as it will help me develop my organisational and motivational skills. Aside from the fact that they enrich my resume, the latter also teaches me to work with different people, sharpening my interpersonal skills (Cyril, 2015).

Plus, I understand how to build a personal brand in the modern time of a job competition market. For this reason, I will be updating my professional profiles on LinkedIn and other profiles to make use of the communication, leadership and creativity strengths I have. This shows me making that push to get those certifications and the projects I have completed so that I can be considered well rounded as a candidate for graduate roles. Another area I'd like to grow in is networking. This will allow me to meet industry expectations and be up to date on what is new and hot in the marketing and logistics world (Moser, 2025).

I also accept that succinct development of skills is an ongoing process. This evaluation process has given me a good sense of where I am and what those things are that I need to be doing to make progress. We will need regular self assessment and feedback to measure our growth. With SMART goals—Specific, Measurable, Achievable, Relevant, and Time bound—I can make sure that my development stays both structured and journey oriented. For example, I intend to complete a certified Google Analytics course within the next three months, and submit

what I have learnt to help a small business or student group to formulate an online marketing strategy for their business (Team, 2025).

Finally, this reflective essay has allowed me to critically analyse my employability skills in relation as well as relatively speaking to academic and professional settings. I've identified my core strengths, including communication, leadership and time management – and recognized the areas in which I need to improve, such as in digital and tech tools. Through this evaluation process, not only have I become more self aware, but has made me more clear about what actions I must take in order to professionally grow. Having done this, I am positive with intent that I will be able to excel and add value to any organization that I become a part of in my career ahead (wordpress, 2025).

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1.0 INTRODUCTION

Described as a set of critical attributes, personality traits and crossable abilities, employability skills help a person be more worthy of employment, gain employment, stay employed and become successful in their chosen professions. The skills are not limited to academic certificates or technical knowledge: communication, teamwork, problem solving and the like (K K, Dr. Sanitha and Joseph, 2020). The ability to use these skills in today's market is both desirable and important. Hardly, these days, employers are looking for those that can show a mix of hard and soft skills to quickly adapt, contribute towards organisational goals and can grow in their appointed role. Therefore, it is important for the understanding and the development of employability skills to achieve both a short term employment and a long term career success (Humburg, Velden and Verhagen, 2013).

2.0 INDUSTRY AND EMPLOYERS RESEARCH

Thus, in order to gain an insight of the practical relevance of employability skills, I studied two sectors of interest, the marketing sector and the logistics and supply chain. As these industries keep growing in Malaysia and worldwide, there are plenty of roles in these industries that are best suitable for graduates of international business programs. In the marketing industry, jobs in top companies such as Ogilvy and Leo Burnett seek candidates with ability to bring creative expressions and strategic thoughts together. They cater typically for marketing executives, digital marketers and brand coordinators. When looking at job descriptions of the companies listed above, a common theme is writers with strong verbal and written communication skills, digital literacy, project management and the autonomy to work independently as well as within a team. Often referred to as key attributes are creativity, adaptability and attention to detail (Network, 2024).

In contrast, according to the logistics and supply chain industry represented by DHL and FedEx the emphasis is on the organisation and technical competencies. Some common jobs in this field are logistics officers, supply chain analysts, warehouse coordinators, etc. These positions are typically offered job descriptions that include skills and abilities like data analysis, attention to detail, time management, and knowledge of hardware and software systems such as SAP or inventory management systems. Additionally, teamwork, and the capacity to work under tension are essential in making sure that supply chains facilitate the smooth working of supply chains even in times bound environments. We can observe that these two industries operate differently but with similar employment requirements, which essentially form a common basis for the qualities of the person, making them indispensable in any and all sectors (König , 2016).

3.0 SKILLS EVALUATION

Now thinking on what I lack in terms of employability skills, I believe that I can make a good start in both marketing and logistics based on the skills that I have reflected on. I have strong written and verbal communication skills acquired through my International Business degree from academic presentations, report writing, and ones I have developed through group discussions. It sounds very fine given the marketing industry and it requires clear and persuasive communication along the way. Furthermore, I have been shown to be good in a team and news leader and have exhibited it within group projects where I always led the initiative organizing meetings, taking responsibility for defining tasks, and ignoring the deadline. These experiences are in keeping with the collaborative work environment that would be attractive to both employers in these industries (Jackson, 2016).

Another skill that I have managed to perfect is time management, owing to balancing academic duties with freelancing. The key, or rather, one of the keys has been the ability to prioritise tasks and meet strict deadlines, so this ability would be of great use in logistics, where timely execution of processes is even more important. In regard to marketing analysis and data management logistics, I possess intermediate proficiency with Microsoft Office; especially Excel, which is helpful. Recently I've been trying to learn using Canva to create visually appealing marketing materials as it is a creative outlet into the world of digital skills (Brunet, 2024).

Yet, there are some that could be further developed with regard to industry requirements. I have enough creativity and ability to communicate in the marketing field but I don't have enough hands on experience of marketing analytics as Google analytics or SEO platform. Learning these skills would close this gap between my existing ability and what firms at the top of the marketing would expect me to achieve. I do not have familiarity with systems like SAP or the more advanced inventory management software in the logistics sector, which would make myself less competitive for roles that require technical skills. In fact, though I can work under hard pressures, gaining experience in fast-moving, real-time environments, like warehouses or logistics hubs, would definitely improve my practical readiness for such types of roles.

My skills can be compared to what the requirements for both industries are and I see my strengths more concentrated in the marketing industry. In particular, I have great skills in communication, innovation, and leadership, which are especially good skills to possess in regards to planning, promoting and executing campaigner roles. Another point of satisfaction from the whole thing is that of generating ideas, analysing consumer trends and making brand messages, which are all things I like to do strategically and innovatively, both of which are qualities desirable of a good marketing professional. I am willing to learn technical tools and data platforms, however, I'm more inclined to roles that require interpersonal interaction, strategic planning, and creative viewpoint

4.0 CONCLUSION

From a personal branding perspective I am an active, flexible, self motivated individual to even take initiative and solve a problem in an innovative way. In the marketing arena, such characteristics are essential as campaigns will have to be created and adjusted to reflect market trends, customer feedback and performance metrics. Through promoting my ability to communicate effectively, work collaboratively, and adapt to change, I both maintain my personal values and meet the marketing employers' competencies that they seek. Moreover, my international experience of studying in different settings and working with people with different backgrounds has helped to prepare me for working in a global context and would be a valuable factor in the role of global marketer.

The conclusion is that employability skills are determinant factors for the preparation of any individual for employment and his/her possible success in embarked careers. In this research, I am reviewing the marketing and logistics industry and determining important skills employers want and comparing my abilities against those values. I have many transferable skills that would benefit either sector but my strengths and my personal aspirations are more related to the marketing sector. However, I am confident that based on building on what I currently do and strategies to address particular skill gaps, I will be able to meaningfully contribute to a future role in marketing. Not only do these employability skills enable me in developing my job prospects, they also serve to help me in achieving a potential long term career growth and satisfaction (Herrity, 2023).

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