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1) INTRODUCTION

In this report, I will introduce my reflection on the role play and career development planning, demonstrate my strengths and weaknesses in which I have to work to achieve my work goals. I will explain my personal development in employability terms in this trimester and how this is associated with my personal growth. Furthermore, I will give an overview provides. Academic definitions that will be divided by numbers and subheading titles which are: my lifeline exercise, reflection in my role place as a Digital Marketer, self-evaluation review, my personal development divided in SWOT analysis and SMART analysis, review of my understanding and expectations of the work employment and my career ambitions and aspirations. With this report, I will be analysing my performance, requirements, knowledge, and abilities that are compulsory within a university career professional development plan giving a depth overview of how I feel this term.

2) LIFELINE EXERCISE

Concerning my lifeline exercise, allow me to review significant decisions I have made in the past to help me make determinations about my future.

Throughout my life, I have gone through certain obstacles that put me where I am right now. It started with one of the crucial moments in my life, leaving my native country to have a new life in Europe. At that time, I was perplexed and did not know what to do with my future, but I finally managed to graduate from high school in Literature and Social Sciences, and started my career as a flight attendant. I have always been passionate about aeroplanes and knowing other countries and cultures, but due to my basic English level, the possibilities of advancing were limited. Therefore, I decided to move to the United Kingdom to improve my language and have more employment possibilities with more airline companies. However, living in London made me change my mind, and my interest in flight attendant was never the same again. What caught my

attention is the great demand in the media and marketing industry, thus opting for that path and developing my creativity. Within the media and marketing industry, the position I want to achieve is to be a digital marketer. It is a career with great salary opportunities, with an average between £18,000 and £22,000 for recent graduates and up to £30,000 for more professional roles. (Prospects, 2020) And it is a career that will help me advance not only professionally but personally in an overwhelming way due to, for example, the outstanding verbal and written communication that I will develop during the years of study.

3) REFLECTION IN MY ROLE PLAY

Based on a role play as a digital marketer, I liked the interview simulation since it helped me figure out how to act in a real interview. It also helped me know which aspects I should improve, such as the lack of communication and interpersonal skills and my insecurity when selling myself. Another benefit obtained is that I had the opportunity to rectify the issues that can impede my performance, and with this, I will be able to make necessary changes. Therefore, some of the challenges that I had to face in this simulation were lack of professional experience and not giving real-life events.

4) SELF EVALUATION REVIEW

As a self-evaluation review, I can highlight three positive aspects: my right attitude and presence, good research on the position to which I applied, and emphasised my strengths to contribute to the company. However, there are several negativities that I have to work on to be successful in my future job interview. Some of those negative aspects are the lack of knowledge, being a better listener before giving any response, and deficiency of self-confidence.

To improve those aspects and achieve my career goal, I will follow some techniques to self-motivate myself to develop my qualities towards the future. "It is all about where your drive comes from; if your motivation comes from

within and pushes you to achieve for your own personal reasons, it can be considered self-motivation." (Ackerman, 2020) Self-discipline is the primary ability I have to control to avoid procrastination and overcome my weaknesses. Creating an objective will help me focus on essential things, cultivate a positive mindset, build a routine, and continue learning to enhance my knowledge.

The realisation of the VARK quiz carried out during class, helped me know that I have multiple learning styles which will guide me in my learning. "The VARK model acknowledges that students have different approaches to how they process information, referred to as preferred learning modes." (Teach, 2020). This means that students have distinct study methods which will help them hoard knowledge. Considering that I am a visual learner, the easiest way for me to learn is visualising images, pictures and videos to organise information and communicate with others. Moreover, I also have the reading / writing learner mode, which takes me more time but helps me focus and understand better. Keeping organised, including taking notes, re-reading books and using handouts productively are my main habits as a reading / writing learner. It should be noted that my ability to study increases considerably in quiet areas avoiding distractions.

5) PERSONAL DEVELOPMENT PLAN

A) SWOT ANALYSIS

After completing my personal SWOT analysis, I have determined and evaluated the potential strengths, weaknesses, opportunities and threats, being a benefit for myself in a positive way to get prepared for my professional career. Regarding my skills, I can highlight my strengths of having a strong sense of urgency when completing tasks and projects and working individually and as a part of a team. I am also adaptable and flexible; therefore, I will carry out whatever work necessary to help the organisation achieve. However, it is a fact that I have weaknesses, and one of them visibly is that I am an impatient person.

At times I gain the most job satisfaction from completing many tasks and projects; consequently, I find it frustrating when I am waiting on other people for my tasks to be completed. Another weakness is that I tend to procrastinate, making it difficult for myself to focus on the essential things and leaving them for the last minute. As mentioned by Godfrey (n.d), "Procrastination is a bad

habit that can have many negative effects on your life. If not dealt with effectively, procrastination can damage your job, relationships and even your mental health." This means that this harmful practice needs to be tackled to avoid any adverse effect that can cause to achieve success. The language barrier is another weakness that causes insecurity on me. As English is not my first language, it is difficult for me to communicate adequately. However, the fact that I speak three different languages allows me to expand my executive field both nationally and internationally.

The SWOT analysis provides powerful bases to set up my Personal Development Plan in the professional field. Similar to the student assessment, assessment within organisational settings are used for accountability and promotion purposes, finding out if and to what extent formerly defined objectives have been met. (Beausaert et al., 2011). This process assists in tracing the route for the near and far future in my professional world. Likewise, demands not only time and effort but also a series of character strengths that need to be promoted; flexibility and patient. Some of the difficulties found in this process were recognising that following this plan is genuinely demanding since it requires a substantial commitment and perseverance to its progress. Besides many casualties, variations on the road and obstacles might occur to force the plan to be changed. The purposes will be the same; nonetheless, the process might take a different path where the personal weaknesses as lack of patient and procrastination will be tested.

STRENGTHS	WEAKNESSES	INTERNAL
▪ Strong sense of urgency to completing tasks and projects. ▪ Adaptable and flexible. ▪ Knowledge of extra languages. ▪ Problem solving. ▪ Well organised.	▪ Impatient. ▪ Insecure. ▪ Perfectionist. ▪ Procastination. ▪ Lack of verbal communication skills. ▪ Time management skills.	
OPPORTUNITIES	THREATS	EXTERNAL
▪ Internships. ▪ Support from work for further training and job opportunity. ▪ Make professional connections. ▪ Freelance. ▪ Option for further studies.	▪ Competitive industry. ▪ Lack of experience in the field. ▪ Decrease in job opportunities due to the crisis caused by COVID-19.	

B) SMART ANALYSIS

At first glance, there are several gaps in my skills and experiences that need to be closed to be successful in my future and to do so I created some SMART goals that I will complete to reach my career aspiration. I will continue to complete finance and social media marketing courses through the online platform Shaw Academy to enhance my knowledge during my spare time. During the second year of my career, I will apply for apprenticeships to start getting experience within the industry. I will be reading entrepreneur books with the purpose of profound insight into the values and vision of tomorrow, giving me discipline, inspiration and all ideas that I will need to wrap me in the Marketing world—acquiring in this way skills of good written communication and the ability to communicate publicly appropriately.

SPECIFIC	• Reach my professional career as a Digital Marketer.
MEASUREABLE	• I will complete finance and social media marketing courses to enhance my knowledge in my first year.
ACHIEVABLE	• Once the courses have been obtained, my knowledge will be higher along with my confidence. I will apply for apprenticeships to start getting experience in the industry.
REALISTIC	• I want to become a marketing entrepreneur with the purpose of deepening the values and vision of tomorrow, giving myself inspiration and ideas.
TIMELY	• I want to grow as an entrepreneur in my third year because I will have the ability to create publicity appropriately. I will make a different advertising sale generated each month for the next six months from today.

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

The marketing industry is extremely competitive, where creativity and communication skills are paramount. According to Bunkham (2020), "Marketing Executive's need to be confident, outgoing, and possess excellent interpersonal skills. With success in the digital marketing world often dependent on speed to market and time were taken to react, creativity, and the ability to meet deadlines are also essential." This means that it is an industry in constant advancement and growth due to digitalisation. It is one of the crucial areas in any company in terms of communication globally, providing greater probabilities to make greater profits. As a job expectation, after finishing my studies, I see myself as an entrepreneur effectively promoting my new product or service, making it different from everyone else, focusing on the buyer, generating above all empathy by listening to their questions and eliminating doubts, adopting an approach that differentiates me from the competition using original and creative strategies.

7) CAREER AMBITIONS AND ASPIRATIONS

The importance of Digital marketing has opened numerous doors for those who intend to start a career in this field. However, to be successful, I must know how to implement in my behaviour how to set results and performance goals that would help me achieve my goals. One of my long-term goals is to get involved as a Digital Marketer in a company where I can learn and develop by acquiring different responsibilities. In the meantime contributing positively to my team, taking advantage of the additional available education sources.

Another aspiration is to have excellent communication skills. According to Doyle (2020), "Workers in the digital age must know how to effectively convey and receive messages in person as well as via phone, email, and social media."

This means that communication is an essential key to be connected both inside and outside the workplace and to be successful throughout my career. Therefore, I would like to be able to express myself adequately both verbally and in writing in such a way that it attracts the public's attention. The use of the internet and tools such as social networks makes it easier and more comfortable communicating with the public. Consequently, I would also like to know how to use the most advanced technology tools to communicate and attract the crowd remotely.

But my great ambition is to be an entrepreneur and create my brand product to become a digital marketing freelancer, create advertising campaigns and travelling around the world to offer my product and services to new customers. Improving and implementing a social media method for reaching the audience and publicise my products internationally. As claimed by Jimenez (2018), "Freelancing means professional freedom, but it also means instability and the risk of failure." This means that even having flexibility and depending on oneself in the workplace, there are significant chances of failure due to the high level of work, knowledge, competence, and creativity needed. However, the risks that this reveals is what really catches my attention and motivates me to continue with this ambition.

8) CONCLUSION

In summary, the completion of this report and thanks to the activities previously outlined in this document such as my SWOT analysis and SMART goals, have helped me understand the gaps that I need to tackle to succeed in my professional career. It has also helped me seek the solutions and the motivation necessary to achieve my career goal.

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