

Applied Leadership and Management in the Workplace Module
Assignment Submission

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Module No:	BMSK4011
Module Title:	Continuous Professional Development

Statement of Confirmation of Authenticity

By the act of making this submission, the student declares that this is the work of the student named above. The work has not, in whole or in part, been knowingly presented elsewhere for assessment, or where assessment has been built on a previous assessment, this has been identified. Where materials have been used from other sources it has been properly acknowledged. If this statement is untrue, the student acknowledges that an assessment offence has been committed.

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Section 1: Know how to identify development needs.

Identifying your areas of need for improvement is crucial to both professional and personal development. Here's a methodical way to assist you with this:

Self-Evaluation: Start by assessing your present knowledge and abilities. Consider your advantages and disadvantages. SWOT analysis (Strengths, Weaknesses, Opportunities, and Threats) is one tool that can be useful. Think about your areas of confidence and your areas of frequent difficulty.

Opinions from Other People: Ask friends, mentors, or coworkers for their opinions. People frequently notice facets of our personalities and performances that we might miss. These comments can offer priceless insights into potential areas for improvement.

Aspirations and Career Goals: Consider your long-term professional objectives. What abilities or knowledge are needed to accomplish these objectives? For example, you might need to work on your management and communication skills if you want to be in a leadership position.

Analyze your skills gaps by contrasting them with what you currently need to achieve your objectives. You can use this comparison to determine the "gaps" or areas that require improvement. You might need to learn project management techniques, for instance, if you work in a technical field and are responsible for leading projects.

Learning Styles: Identify the type of learning that you prefer. Which methods of learning—practical application, reading, attending workshops, or using visual aids—do you prefer? Selecting the best development activities for you can be aided by understanding your preferred learning style.

Establish SMART goals: Determine your needs and then create goals that are Specific, Measurable, Achievable, Relevant, and Time-bound. A SMART goal might be, "Attend a public speaking workshop and deliver a presentation to my team within the next three months," for instance, if you need to get better at public speaking.

Seek Developmental Opportunities: Seek out opportunities that correspond with your needs for development. This could include attending seminars, webinars, training sessions, mentoring schemes, or even accepting more responsibility at work.

Evaluate and Make Adjustments: Continually assess your personal growth. Occasionally, you might need to modify your strategy or establish new objectives in response to evolving requirements or situations.

1.1 Identify learning styles for self and another.

VARK Framework broke down.

My VARK learning style is kinesthetic. My preference fits the Kinesthetic learning style in the VARK framework. I learn best through doing, touching, and moving, so this is a hands-on approach.

Real-world examples, practical exercises, and hands-on activities are how I learn best. I'm more drawn to interactive learning settings where I can participate actively because of my learning style.

Rebecca is an auditory learner, according to VARK.

According to the VARK model, Rebecca appears to have an auditory learning style. It follows that listening is how she learns the most. She is skilled at taking in knowledge from talks, oral presentations, and spoken words. She learns best through podcasts, lectures, and group discussions. She might also find it beneficial to talk about the material and repeat information aloud.

Mumford's Model and Honey

According to Honey and Mumford, I am a pragmatic learner. In light of Honey & Mumford's model, I identify most with the Pragmatist approach. Pragmatists are eager to test theories, concepts, and methods to see how they perform in real-world situations. They enjoy solving problems and putting ideas into practice, so they like to get right to the point and move quickly on ideas. This is in line with my desire for experiential learning and real-world application.

According to Honey and Mumford, Rebecca learns best as a reflector. Rebecca appears to be more in tune with the Reflector style in Honey & Mumford's model. Reflectors prefer to gather information and carefully consider it before making decisions. They would rather stay out of conversations and enjoy observing other people. They absorb knowledge by observing and reflecting on it.

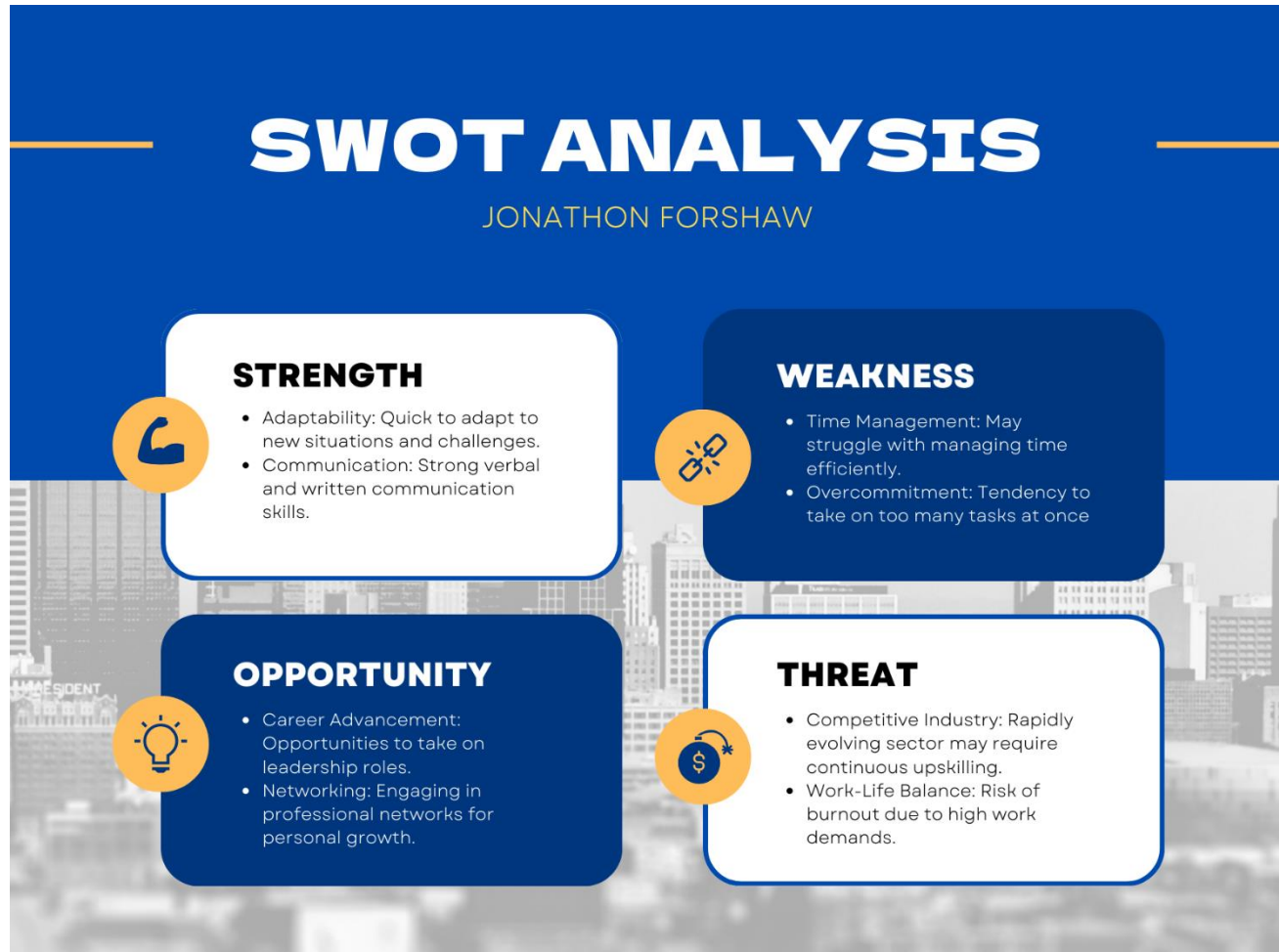
This aligns with Rebecca's auditory learning style, as she prefers to hear things out and process them before making judgments or drawing conclusions.

In conclusion, being aware of these learning styles enables us to modify our approaches to both professional and personal growth. I can look for more opportunities for experiential learning that align with my pragmatic/kinesthetic preferences. For Rebecca, on the other hand, learning can be improved by utilizing techniques that support her Auditory/Reflector tendencies, such as discussions and careful observation. We can collaborate more successfully because of this awareness, which allows us to respect and take advantage of our various learning styles.

1.2 Use a simple technique for identifying development needs for self & another

A SWOT analysis is a valuable tool for assessing personal and professional strengths, weaknesses, opportunities, and threats. It's a subjective process, and the analysis should reflect the unique attributes and circumstances of everyone. Here is a SWOT Analysis for Myself.

SWOT Analysis for Jonathon Forshaw



SWOT Analysis for Rebecca Forshaw

SWOT ANALYSIS

REBECCA FORSHAW

STRENGTH

- **Analytical Skills:** Rebecca has a keen eye for detail and excels in analytical thinking.
- **Team Player:** Works well in team settings, contributing significantly to group tasks.

WEAKNESS

- **Hesitant in Decision-Making:** Sometimes takes longer to make decisions.
- **Reluctant to Change:** May be resistant to new methods or changes in routine.

OPPORTUNITY

- **Skill Development:** Potential to enhance leadership skills through training.
- **Mentorship:** Opportunities to be mentored by industry leaders.

THREAT

- **Technological Changes:** Rapid changes in technology could outpace skill set.
- **Market Volatility:** Fluctuations in the market that may impact job security.

Gap Analysis for Rebecca Forshaw

Current Skills/Competencies	Desired Goals/Requirements	Gaps Identified	Action Plan to Address Gaps
Proficient in basic data analysis	Excel at advanced data analytics	Need for advanced analytical skills	Enroll in advanced data analytics courses; practice with real-world data sets
Good communication skills	Leadership role requiring exceptional communication	Enhancement of persuasive and public speaking skills	Join a public speaking club; seek opportunities for internal presentations
Basic understanding of project management	Manage large-scale projects	Deep knowledge of project management techniques	Obtain a certification in project management; volunteer for project coordination roles
Team player in current role	Lead a team effectively	Leadership and team management skills	Attend leadership workshops; seek mentorship from a seasoned team leader

Gap Analysis for Jonathon Forshaw

Current Skills/Competencies	Desired Goals/Requirements	Gaps Identified	Action Plan to Address Gaps
Proficient in current operational tasks	Aim to excel in strategic planning and execution	Need to develop strategic thinking and planning skills	Plan to enroll in a course on strategic management; read books on strategy and business planning
Basic proficiency in digital marketing	Desire to lead a digital marketing team	Advanced digital marketing skills, including SEO and analytics	Seek advanced digital marketing training; attend webinars and workshops; follow industry leaders and trends
Effective in individual work settings	Aspire to become a team leader	Leadership and team management skills	Participate in leadership development programs; seek opportunities for leading small teams or projects
Good at routine problem-solving	Excel in creative and innovative problem-solving	Need to enhance creative thinking and innovation skills	Engage in activities that stimulate creativity like brainstorming sessions; attend innovation workshops

1.3 Identify potential barriers to learning for self and another.

Obstacles to Self-Learning for myself.

- 1. Time Restraints:** It can be difficult to find time for ongoing learning and development when you have a demanding work schedule and personal obligations.
- 2. Reliance too much on Preferred Learning Style:** I am a kinesthetic learner, so I may find it difficult to absorb information through lengthy lectures or dense readings.
- 3. Resistance to Change:** Being content with one's knowledge and abilities can breed complacency, which makes it more difficult to adopt new practices or technological advancements.
- 4. Information Overload:** It can be challenging to concentrate on particular learning objectives due to the abundance of learning resources that are available.

Rebecca's Learning Obstacles:

- 1. Limited Exposure to Diverse Learning Methods:** Rebecca may find it difficult to interact with learning materials that are not auditory-based, such as intricate written reports or visual data, since she is an auditory learner.
- 2. Reluctance to Engage in Active Participation:** Reflectors, such as Rebecca, may be reluctant to engage in interactive, fast-paced learning environments, opting instead to watch and consider first.
- 3. Fear of Failure:** Rebecca may be reluctant to take chances and try novel strategies due to performance-related pressure or a fear of making mistakes in a learning environment.
- 4. Work Environment Restrictions:** Rebecca's experiential learning process may be hampered if her current workplace does not support or offer chances for the real-world application of newly acquired skills.

By being aware of these possible obstacles, we can create learning strategies that are more individualised and successful. For example, I can focus on improving my time management skills and utilizing a variety of learning strategies outside of kinesthetic activities. Rebecca would gain from being encouraged to actively participate in situations that are safe and encouraging while also gradually introducing a wider variety of teaching techniques.

1.4 Explain how these barriers to learning can be overcome.

Adopting strategies that are specific to the needs and challenges of each individual is necessary to overcome learning barriers. Here are some strategies for getting past the obstacles that Rebecca and I have identified:

Getting Past My Learning Barriers:

1. Time Limitations:

- Set priorities and make a schedule: Set aside particular times for education. Putting learning first as a daily or weekly commitment can improve time management.
- Microlearning: Fit brief, targeted learning sessions into your hectic schedule.

2. Over-reliance on Preferred Learning Style: To become more adaptive, diversify your learning approaches by incorporating different learning styles, like interactive online courses or educational podcasts.

- Push Past Comfort Zones: To become more flexible, purposefully use learning strategies that aren't your first choice.

3. Resistance to Change: • Incremental Changes: To gradually adjust to new ideas or methods, start with small, manageable changes.

- Mindset Shift: Adopt a growth mindset and see change as a chance for personal improvement.

4. Overloading Information:

- Targeted Learning Objectives: Clearly identify the subjects I must learn and concentrate on them in order to prevent becoming overloaded.
- Arrange and Select Resources: Make use of tools to arrange educational resources and eliminate superfluous data.

Overcoming Rebecca's Learning Obstacles:

Restricted Exposure to Various Instructional Approaches:

- Gradual Integration: Gradually incorporate additional teaching strategies alongside auditory learning, such as visual aids or practical exercises.
- Blended Learning Approach: To accommodate auditory and other learning preferences, combine different learning styles during training sessions.

2. Reluctance to Initiate Active Participation: • Promote Small Group Activities: More intimate and manageable groups can promote involvement.

- Provide Reflective Time: Give yourself space to think before you expect feedback or active participation.

3. Failure-related fear:

- **Safe Learning Environment:** Establish a setting where making mistakes is accepted as a necessary part of learning.
- **Positive Reinforcement:** Regardless of the result, acknowledge and commend efforts and advancements.

4. Workplace Restrictions:

- **Seek External Opportunities:** Take advantage of opportunities for learning and growth outside of the office, like seminars or online courses for the industry.
- **Suggest Work-Based Projects:** Make suggestions for tasks or projects at work that call for new abilities and offer chances for real-world application.

Section 2: Know how to develop self & others to achieve organisational objectives

A multifaceted approach can be used to develop oneself and others in a way that supports and aligns with the accomplishment of organizational objectives. The following are some tactics that work well in this context:

1. **Recognize Organizational Objectives:** It's critical to comprehend the aims and objectives of the organization. This knowledge makes it easier to match team and personal development goals with organizational objectives.
2. **Establish Clearly Definable Development Goals:** Establish clear, organization-aligned development goals for yourself and your team. To guarantee clarity and attainability, use the SMART goal-setting framework (Specific, Measurable, Achievable, Relevant, and Time-bound).
3. **Determine Skills Gaps:** • Analyze your team's and your own skills gaps. This entails determining the skills required to meet the goals of the organization and contrasting them with the skill levels that are currently in place.
4. **Individualized Development Plans:** Create customized plans for yourself and every other team member. The plans ought to tackle the detected deficiencies in skills and incorporate measures for obtaining the requisite skills.
5. **Promote Ongoing Learning:** Cultivate an environment that is conducive to ongoing learning and enhancement. Formal instruction, workshops, mentorship programs, and self-directed learning are a few examples of this.
6. **Provide Resources and Support:** • Assure that development activities have access to sufficient resources, including money, time, and materials. Providing direction and assistance is also essential.
7. **Performance Reviews and Feedback:** • Conducting frequent performance reviews and feedback can assist in monitoring the advancement of development objectives. Giving constructive criticism is essential for inspiring and directing people toward progress.
8. **Set a Good Example:** Exhibit a dedication to your own growth. Leaders who take an active role in their own personal growth can encourage others on their team to follow suit.
9. **Promote Knowledge Sharing and Collaboration:** • Foster an environment where team members can share their knowledge and work together to solve problems. Peer learning, team projects, and

knowledge exchanges can all be beneficial.

10. **Flexibility and Adaptability:** • Promote flexibility and adaptability in the classroom. The strategies for development should change along with the objectives of the organization.

2.1 Identify support mechanisms for the development of self & another

To support the development of both myself and Rebecca, I've identified several key mechanisms that we can utilize:

1. **Mentorship Programs:** I plan to seek mentors within our industry who can offer insights and guidance tailored to our specific development goals. This mentorship can provide invaluable advice and encouragement for both of us.
2. **Professional Development Workshops and Seminars:** Attending workshops and seminars that align with our career objectives is a priority. These events not only offer structured learning but also networking opportunities which are crucial for professional growth.
3. **Online Learning Platforms:** I'm keen on leveraging online courses from platforms such as Coursera or LinkedIn Learning. These platforms provide a wide range of courses that can be tailored to our individual learning needs and schedules.
4. **Peer Learning Groups:** Joining or forming peer learning groups can foster a collaborative and supportive learning environment. I believe that sharing knowledge and experiences with peers will be beneficial for both Rebecca and me.
5. **Regular Performance Feedback:** I intend to utilize feedback systems at work to regularly receive constructive feedback. This will help us identify areas of strength and improvement, guiding our development efforts more effectively.
6. **Access to Educational Resources:** I plan to make use of various educational resources like online journals, professional publications, and libraries to stay updated and deepen our knowledge in our respective fields.
7. **Internal Training Programs:** Our organization offers several internal training programs. I aim to enroll in these programs as they are specifically designed to align with our company's processes and objectives.
8. **Professional Coaching:** I'm considering seeking professional coaching services for personalized guidance, especially in areas where we face specific challenges or want to achieve targeted development goals.
9. **Networking Events and Conferences:** Participating in industry events and conferences is on my agenda. These events are not only great for learning about best practices and trends but also for networking with industry experts and professionals.
10. **Employee Assistance Programs (EAPs):** I will explore if our organization's EAPs can provide additional support like career counselling, which could be crucial for our personal development planning.
11. **Flexible Work Arrangements:** I plan to discuss flexible working arrangements with our management. This flexibility can provide us with the time needed to engage in development activities without compromising our work responsibilities.
12. **Regular Goal Setting and Review Meetings:** Finally, I will ensure that we have regular meetings with our supervisor to set and review our personal development goals, aligning them with the organization's objectives and tracking our progress.

By utilizing these support mechanisms, I aim to foster an environment of continuous learning and development for both Rebecca and myself, aligning our growth with our professional aspirations and the organization's goals.

2.2 Prepare development plans for yourself and another person

PDP For Jonathon Forshaw

Category	Details
Personal and Professional Goals	Short-Term: Improve public speaking skills. Mid-Term: Develop project management expertise. Long-Term: Advance to a managerial role.
Current Skills and Competencies	Strong analytical and technical skills, effective team communication, basic project management knowledge.
Skills Gap Analysis	Needs improvement in public speaking, advanced project management training, leadership and team management skills.
Development Activities	Public Speaking: Enroll in course, join Toastmasters. Project Management: Complete certification (PMP/PRINCE2). Leadership Skills: Attend workshops, seek mentorship.
Timeline and Milestones	Public Speaking Course: 3 months. Project Management Certification: 12 months. Leadership Development: Ongoing with quarterly reviews.
Resources Required	Financial resources for courses, time for training and mentorship, access to training opportunities.
Success Indicators	Successful presentation delivery, obtaining project management certification, positive leadership feedback.
Review and Adjustment	Bi-monthly for public speaking, monthly for project management course, quarterly for leadership development.
Personal Commitment	Weekly dedicated hours for development, active feedback seeking, commitment to timelines with flexibility for adjustments.

Personal Objectives for Jonathon Forshaw

Objective	Detail
Enhance Public Speaking Skills	Deliver three presentations to large audiences in six months, with positive feedback.
Master Project Management Techniques	Obtain project management certification within one year and apply techniques in two projects.
Develop Leadership Abilities	Lead a team project in the next 18 months, demonstrating effective management and positive results.
Improve Technical Skills	Complete advanced training in a specific technical area within one year.
Enhance Networking	Attend four industry events and establish connections with at least ten professionals in the next year.
Work-Life Balance	Implement work boundaries and engage in regular physical activities for a better work-life balance.
Continual Learning	Read five industry books or complete online courses annually to stay updated with trends.

PDP For Rebecca Forshaw

Category	Details
Personal and Professional Goals	Improve project coordination skills; enhance expertise in digital marketing; aim for a leadership role in the marketing department.
Current Skills and Competencies	Strong skills in basic marketing and communication; good team player; basic understanding of digital marketing tools.
Skills Gap Analysis	Needs to develop advanced digital marketing skills; requires enhancement in leadership and project management abilities.
Development Activities	Enroll in an advanced digital marketing course; participate in leadership workshops; take on small project coordination roles.
Timeline and Milestones	Complete digital marketing course in 6 months; participate in a leadership workshop within the next year; successfully coordinate a small project in the next 18 months.
Resources Required	Financial resources for courses; time allocation for workshops and project coordination; support from supervisors for practical project experience.
Success Indicators	Successfully complete the digital marketing course; receive positive feedback from workshop and project involvement; demonstrate improved skills in project coordination and leadership.
Review and Adjustment	Monthly review of course progress; bi-annual review of leadership and project management skills; adjust plan as necessary based on feedback and progress.
Personal Commitment	Dedicate specific hours weekly for development activities; seek regular feedback from supervisors and peers; stay committed to professional growth goals.

Personal Objectives for Rebecca Forshaw

Objective	Detail
Enhance Digital Marketing Expertise	Complete an advanced digital marketing course in six months and apply new strategies to marketing campaigns.
Develop Leadership Skills	Attend a leadership workshop within one year; lead a small team project to apply learned skills.
Improve Project Management Abilities	Coordinate at least two marketing projects in the next year to gain practical experience.
Expand Professional Network	Participate in three industry networking events in the next year to build professional connections.
Strengthen Communication Skills	Engage in public speaking opportunities, aiming to speak at an industry event within 18 months.
Pursue Continuous Learning	Attend at least one webinar or online course per quarter on the latest marketing trends and technologies. Implement time management strategies for a balanced professional and personal life, including dedicated time for hobbies and relaxation.
Work-Life Balance	

2.3 Method used to monitor the development of self & another.

1. Regular Self-Assessment:

- Utilizing tools such as reflective journals or self-assessment questionnaires on a regular basis (e.g., monthly or quarterly) can help track progress against set objectives.

2. Feedback Sessions:

- Organizing periodic feedback sessions with supervisors, mentors, or colleagues can provide external perspectives on our development. For instance, bi-monthly or quarterly meetings can be scheduled to discuss progress, challenges, and areas for improvement.

3. Performance Reviews:

- Aligning personal development objectives with formal performance review processes in the organization can help in assessing progress in a structured manner. These are typically done annually or semi-annually.

4. Goal Tracking Tools:

- Using digital tools or apps designed for goal tracking can assist in monitoring progress towards specific objectives. These tools often allow for setting milestones, reminders, and visual progress tracking.

5. Mentorship and Coaching:

- Regular check-ins with mentors or coaches can provide continuous support and guidance. These sessions can be used to discuss challenges, gain insights, and adjust development plans as needed.

6. Professional Development Workshops and Seminars:

- Attending workshops and seminars not only contributes to our development but also provides an opportunity to receive feedback from trainers and peers outside of our immediate work environment.

7. Project Evaluation:

- For objectives related to specific skills like project management or leadership, evaluating the outcomes of real projects or initiatives we lead can be a practical way to gauge our development in those areas.
8. **Networking and Community Engagement:**
- Engaging with professional communities or networks and sharing experiences can also serve as a means to reflect on our development journey and gain insights from others in similar paths.

References

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Clear Company. (n.d.). Professional Development. Retrieved from <https://blog.clearcompany.com>

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SupplyGem. (n.d.). Professional Development. Retrieved from <https://supplygem.com>

Appendix A Curriculum Vitae

Jonathon Forshaw

- **Contact Information**

- Address: 66, church road Llansamlet Swansea, SA79RL
- Phone: 07862206939
- Email: jon@idea21.co.uk

Professional Summary

Dynamic and results-driven SEO Specialist with over 10 years of experience in optimizing websites to achieve high rankings in search engine results. Proficient in conducting comprehensive SEO audits and implementing tailored strategies to enhance online visibility and organic traffic. Skilled in keyword research, content optimization, and leveraging the latest SEO tools and analytics platforms. Proven track record of improving search engine rankings, increasing web traffic, and enhancing user engagement. Adept in staying abreast of evolving SEO trends and Google algorithm updates to ensure effective and sustainable SEO practices. Strong collaborator and communicator, capable of working in fast-paced environments and aligning SEO goals with overall marketing objectives.

Work Experience

Booking manager

Perfectly Pampered Parties, Swansea – 01/12/2023 – Present

- **Efficiently Manage Party Bookings:** Oversee the booking process from initial inquiry to confirmation, ensuring a smooth and efficient customer experience.
- **Calendar Coordination and Scheduling:** Maintain and update the party schedule, managing appointments and ensuring optimal allocation of resources.
- **Customer Relationship Management:** Build and maintain strong relationships with clients, addressing inquiries and concerns with professionalism and promptness.
- **Social Media Strategy and Implementation:** Develop and implement a social media strategy to promote party services across platforms like Instagram, Facebook, and Twitter.

Director

Digipeak SEO, Swansea – 02/04/2010 – 01/12/2023

1. **Keyword Research:** Identifying and analysing relevant keywords to improve website rankings on search engines.
2. **Content Optimization:** Creating or modifying content to include key SEO strategies, ensuring that content is search engine friendly while maintaining its quality and readability.
3. **On-Page SEO:** Optimizing individual web pages for higher rankings, which includes improving HTML tags, headlines, and images.

4. **Off-Page SEO:** Implementing strategies outside of the website to improve its position in search rankings, like link building and social media engagement.
5. **Technical SEO:** Ensuring the website's technical aspects are optimized for search engines, such as improving site speed, mobile-friendliness, and fixing crawl errors.
6. **Analytics and Reporting:** Monitoring website traffic, assessing the effectiveness of SEO strategies, and producing reports on key metrics using tools like Google Analytics.

Education

Automotive Engineering

Tycoch College Swansea, - 01/01/2004

- Distinction in Automotive Engineering
- [Any honors, awards, or relevant coursework]
- Focus of studies or relevant details.

Skills

- Great communications skills
- Excellent computer skills
- A team player
-

Publications and Presentations (if applicable)

- <https://www.marketingtechnews.net/news/2017/jun/30/how-ai-changing-seo/>

References

- Available upon request.

Appendix B Continuous Professional Development Record

Continuous Professional Development (CPD) Record

Personal Information:

- **Name:** Jonathon Forshaw
- **Profession:** Digital Marketing Specialist
- **CPD Period:** January 2023 - December 2023

CPD Activities:

Activity	Details
	Date: February 2023 Description: Online Course in Advanced SEO Techniques Provider: SEO Academy Objectives: To learn advanced SEO strategies and tools Skills/Knowledge Gained: Keyword research, analytics, link building strategies Duration: 20 Hours Reflections: Improved understanding of SEO, able to implement new strategies in work projects Application: Applied new SEO techniques in company's main marketing campaign
Activity #1	
Activity	Date: May 2023 Description: Workshop on Social Media Marketing Trends

Activity	Details
#2	Provider: Marketing World Conference Objectives: To stay updated with the latest trends in social media marketing Skills/Knowledge Gained: Insights into new social media algorithms, content strategies Duration: 15 Hours Reflections: Learned about emerging trends, identified areas for campaign improvement Application: Implemented new content strategies in social media campaigns
Activity #3	Date: August 2023 Description: Webinar on Google Analytics Provider: Digital Insights Objectives: To master Google Analytics for better marketing decisions Skills/Knowledge Gained: In-depth understanding of analytics reports, user behavior analysis Duration: 10 Hours Reflections: Gained valuable skills in data analysis Application: Used analytics to refine and target marketing strategies

Goals and Future Learning:

- **Short-Term Goal:** Become proficient in Google Ads by the end of Q2.
- **Mid-Term Goal:** Lead a major digital campaign independently.
- **Long-Term Goal:** Advance to a Senior Digital Marketing Manager position.

Supporting Documents:

- Certificates from SEO Academy and Marketing World Conference.
- Webinar completion certificate from Digital Insights.