Shreya Persaud

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PROFILE

Marketing & Management student at Queen Mary University of London with a design background and an audience-first approach to marketing. I like to start with the customer: working out who a brand is for and what they need, then turning that into a clear plan and designs people notice. At Royal Wharf Clinic, I used competitor and keyword research to redesign the clinic's branding around the clients it wanted to attract, and my research-led pitch won Best-pitch in front of 200+ people at City Hall. I now run social media for Queen Mary Business Society and am looking for a 12-month placement in marketing, brand or commercial roles from June 2027.

EDUCATION

Queen Mary University of London | *BSc Marketing and Management* — Sept 2025 – Expected July 2029

Edmonton County School

A-levels: 3D Design (A*), English Literature (B), Psychology (B) — Sept 2023 – Aug 2025

GCSEs: 10 GCSEs (grades 9-6) — Sept 2018 – Aug 2023

EXPERIENCE

Queen Mary Business Society (BSQM) | *Social Media Manager* — Sept 2026 - Present

- Manage the society's LinkedIn and Instagram through a Notion content calendar, planning posts ahead of each event so promotion builds in the weeks before, rather than relying on last-minute posts.
- Coordinate content and approvals with committee members across different roles, keeping the team aligned on deadlines and messaging.
- Designed an alumni event poster and a four-part carousel series introducing the committee in Canva, making the society more approachable to prospective members.

Royal Wharf Clinic | *Graphic Design Intern* — Mar – Apr 2026

- Analysed local competitors and audience behaviour to identify the clients the clinic wanted to attract, then repositioned its visual identity and brand assets around them.
- Used keyword research to find what potential clients searched for, shaping an Instagram carousel's messaging around those needs to raise the practice's online visibility.

PROJECTS & INSIGHT PROGRAMMES

Publicis Groupe | *Emerging Talent Insight Day* — Sept 2026

- Analysed media performance and audience metrics for an underperforming jewellery brand, pinpointed where it had lost relevance with its customers, and pitched a digital-first strategy to rebuild brand desire.

COSRX | *Self-Initiated Brand Campaign* — Portfolio project

- Spotted a commercial risk in COSRX's reliance on one best-selling product and turned it into a growth opportunity: COSRX NEXT, a three-step serum range and campaign I developed and designed to move existing customers into the wider portfolio

Hansel & Gretel | *Independent Marketing Case Study* — Jul 2026

- Mapped the competitive landscape and audience for a pre-launch AI fintech app, prioritised the launch channels that mattered most, and built a KPI framework to measure performance from day one.

Mount Anvil | *Makers & Mentors Programme* — Jul 2026

- Learned from IT, marketing, sales and finance teams how different functions work together to deliver commercial goals.

Design Future London Competition | *Winner, 16–18 Category* — May 2024

- Awarded Best Pitch for a research-led pitch presented to 200+ attendees at City Hall.

SKILLS

Brand, Strategy & Commercial: Brand Positioning • Consumer & Audience Research • Market & Competitor Research • KPI Development • Campaign Planning

Creative & Content: Social Media Management • Content Planning & Creation • Visual Storytelling • Graphic Design • SEO

Communication & Collaboration: Presenting & Pitching • Cross-functional Teamwork • Stakeholder Coordination

Tools: Canva • Notion • PowerPoint • Word

INTERESTS

Brand strategy & consumer behaviour • Visual art & design storytelling • Public speaking