

SERENA TIJORIWALA

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PERSONAL STATEMENT

Pro-active and meticulous editorial assistant currently working in marketing to expand and diversify my skill base. Confident and dedicated, my enthusiasm and high adaptability make me a fast and inquisitive learner, a reliable team member and independent worker.

I am now looking for a new challenging opportunity in literary publishing where I can achieve my editorial aspirations.

WORK EXPERIENCE

MARKETING ASSISTANT | Business Women in | May 2021 - Present

- Developing branding strategies and creating visual marketing elements: brand guides for company and clients, social media content for Instagram, Facebook and Pinterest.
- Writing and editing articles for the business blog, proofreading written work for colleagues.
- Addressing 300+ people in conferences, coordinating meetings and schedules and performing administrative duties.

EDITORIAL AND PRODUCTION ASSISTANT | The Institution of Engineering and Technology | March 2020 - December 2020

- Oversaw entire peer review process across multiple journals: increased general performance of assigned journals by 25% within first three months.
- Main point of contact for all journal-related queries: established strong working relationships with 15 editors across multiple journals and was able to clear year-long backlogs in less than four months.

COMMUNICATIONS & EVENTS COORDINATOR | Echo World | September 2019 - July 2020 (Part-time)

- Created content and managed online music collective's social media accounts.
- During COVID-19 pandemic, developed and implemented new strategy of promoting online events and increasing online presence across social media platforms: increased Instagram following by 133% in 5 months; raised new follower count from 2 per week to more than 10 new followers per day.
- Instrumental in expansion projects such as livestreams and collaborative music events to increase international presence abroad: gained more followers and contacts across Europe, North America and Asia.

CUSTOMER SERVICE GUEST SPECIALIST | Booking.com | January 2018 - August 2019

- Resolved 30+ queries a day from international consumers, built rapport with business partners, clients and colleagues via telephone and email.
- Increased team performance by 10% over 6 months by mentoring new recruits and supporting colleagues through workshops and constructive feedback sessions.
- Addressed a lack of inter-team communication by creating and launching a monthly newsletter, wrote over 20 articles.

EDUCATION

BA ENGLISH LINGUISTICS, LITERATURE AND FOREIGN CULTURE

Université Toulouse - Jean Jaurès | France | 2014 - 2017

GENERAL BACCALAUREATE: ECONOMICS & SOCIOLOGY

Lycée Général Théophile Gautier Tarbes | France | 2011 - 2014

CERTIFICATIONS

THE ESSENTIALS OF COPY-EDITING AND PROOFREADING

The London School of Publishing | United Kingdom
December 2020

INTRODUCTION TO PUBLICATION ETHICS

The Institution of Engineering and Technology | United Kingdom | October 2020

ADDITIONAL SKILLS & EXPERTISE

LANGUAGES

English ●●●●●
French ●●●●●
Spanish ●●●●●
Chinese ●●●●●

IT SKILLS

- Peer review management systems
- Social media platforms
- Social media content management systems
- Data analytic software
- Adobe Acrobat
- Microsoft Office
- G-Suite
- CRM databases