

Isabel Hurcom

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Placement 2025/26

Dear Hiring Manager,

I am in the second year of my Communications and Media Degree at the University of Liverpool, expecting a 2:1 or First Class Degree. Always intending to have a career in Communications and Media, I have taken modules that specialise towards my interest in PR and data, such as Public Relations Media and Digital Society, AI and Digital Media, as well as Introduction to Programming. During my degree I have developed my analytical skills and ability to read, manage and present data, as required in my mandatory Communication and Media Research module, which has involved learning how to deal with complex data analysis in Microsoft Excel, and presenting the data in group projects. This year I have balanced my university work with a demanding job within the media and marketing sector and have managed to balance both in terms of delivering media projects at pace and on time, while still managing to complete my university work to the highest quality. I believe I also have the experience in producing internal communications and engagement activities as shown in my job for Sport Liverpool. In addition, I also have strong filming and editing experience through my work with BCOMS, filming and editing my own content at BCOMS events, as well as Sport Events, normally with a quick 24-hour turnover.

As you can see from my Resume, I have gained real world practical experience as evidenced below:

- Hired as Media Intern for Sport Liverpool, with responsibility to run multiple social media campaigns, creating content and helping plan various media events throughout the Calendar Year
- Selected as member for the BCOMS Academy for the 24/25 season, creating opportunities to gain real world experiences such as attending football matches and press conferences, posting my work on my own channels as well as BCOMS channels

I have also:

- Been selected as a FIFA/Fan Movement Ambassador
- Worked in catering and stewarding at multiple tier one sporting events
- Worked as a Misskick and the FA's Women's Football Euro Ambassador
- Written articles for the University Tab newsletter
- Been a key member of both the Millfield School and University of Liverpool Media Team
- Played football for Millfield First and Liverpool University First team, as well as playing for the West Ham Academy Football team for 2 seasons

I feel that my academic work coupled with my growing real-world experience makes me a strong candidate for this role

Sincerely,

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Student

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A hardworking and passionate University student at the University of Liverpool looking to gain more experience in media and marketing in the hope of gaining a year in industry placement after their second year of University.

I believe my career would really benefit from a year in industry as it would allow me to better understand how to apply the academic concepts I am learning to real world business scenarios. I also believe I will add value to your company as I am a hard-working self-starter, as evidenced by the details listed in this Resume, and I'm always challenging myself to improve. Rather than waiting to finish my University Degree, I am very keen to gain experience now to help shape my career thinking going into the final year of my degree.

Skills

- Excellent verbal, written and interpersonal communication
- Strong organisation and time management
- Leadership
- Relationship building
- Strong content creation and copywriting
- Project Management
- Creativity
- Active Listening
- Customer service
- Experience at all major social media platforms (Instagram, Tiktok, Twitter, X, Reddit)

Technical Skills - Adobe photoshop, FinalCut Pro, Microsoft Word, Microsoft excel, PowerPoint, CapCut, Canva

Education

Orleans Park School / GCSE

September 2016 - June 2021

10 A*-B including A's in English, Maths and Science

Millfield School / A-Levels

September 2021 - June 2023

Geography - A*, Physical Education - A*, Psychology - A

University of Liverpool / Communication and Media Undergrad

September 2023 - June 2027

Second year student at the University of Liverpool studying a communication and media degree, with the aim of gaining a year in industry after my second year, and then a graduate job in Media or Marketing

Experience

BCOMS / Media Academy

August 2024 - present

- Selected as a member of the BCOMS Academy for the 24/25 season, getting opportunities to learn from some of the best in the industry, as well as gain real world experience in sporting environments
- Learnt skills in networking and communication from BBC executives, as well as being given press passes to cover different football matches both in terms of press conferences and games themselves, posting my work on my own channels as well as BCOMS channels

Sport Liverpool / Media and Marketing Intern

September 2024 - present

- Started as an Intern for Sport Liverpool at the University of Liverpool, helping to create and plan content for the University, highlighting all the University achievements and individual accomplishments
- Aid the planning and marketing of major events throughout the University calendar, like Movember, Welcome Week and Varsity.
- Work alongside some of the top executives in the University, creating credible relationships across different levels and sectors of the business
- Create Content for both Sport Liverpool and Liv Uni Gym instagram pages, as well as the Sport Liverpool TikTok page, with over 25,000 followers combined

FIFA / Fan Movement Media Ambassador

April 2018 - September 2022

- Accepted into a FIFA ambassador program that involved creating and being apart of social media campaigns with other members around the world to promote football on a global stage
- Involved in FIFA The Best award ceremony, involving promoting the event through social media and gaining behind the scenes knowledge of the running of large scale award ceremonies

Misskick and The FA / Women's Football Euros Ambassador

May 2022 - July 2022

- Worked with Misskick alongside the FA to promote girls football around London before and throughout the Women's Euros 2022
- Took part in multiple in person media events around the city of London promoting the Women's Euros and encouraging girls participation in sport
- Helped and participated in national media campaigns to promote girls in sport and the Euros tournament

Millfield School / Media Team

September 2021 - June 2023

- Directed, filmed and edited short videos promoting the wide diversity of pupils at Millfield School and sent them out to local care homes in a time when they could not receive any visitors due to Covid-19
- Won an award for my interview with a Welsh National Team Goalkeeper

University of Liverpool / Media Team

November 2023 - present

- Working with the University of Liverpool on multiple campaigns such as the 100 day 100 voices campaign to produce social media content to be shared across multiple channels
- Create and edit content on multiple topics such as student life, 'Day in the life' vlogs and Q&A's, aimed to help both current students and prospective students learn what it is like to be a student at University

The Tab / Student Writer

February 2024 - present

- Write articles for The Tab Newspaper which aims to keep students updated on University life as well as worldwide news and politics
- Learnt the importance of fact checking and editing before posting sensitive written content, ensuring and maintaining credibility for the Newspaper

