

# Bradley Nathanael Etiennette

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International Driving Permit

## Personal statement

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A conscientious and passionate individual with dynamic listening and communication skills. I am currently seeking for new opportunities where enthusiastic personality and willingness to walk the extra mile will be valued. I am fluent in both English and French. I am currently on a student dependant visa which allows me to work full time until July 2024 and will require a sponsorship to continue working in the UK afterwards. The most recent achievement with my current employer is the migration of 15 websites to our new CMS, Sitefinity where I was responsible for the content migration. I like to seek out for new challenges, and I am convinced that the best opportunities happen outside our comfort zone.

## Key Skills

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- Proficiency in all areas of Microsoft Office, including Excel, Word, and PowerPoint
- Excellent communication skills, both written and verbal
- Resilience and adaptability
- Teamwork and interpersonal communication
- Time management
- Image and audio editing

## Employment History

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### Digital Content Coordinator, The Mauritius Commercial Bank, Mauritius

*(November 2016 – Present)*

Achievements and responsibilities:

- Ensure the accuracy and quality of content on owned digital platforms, including websites, social media channels, and other online assets.
- Collaborate with SEO specialists to optimise content for digital platforms.
- Conduct regular control measures to verify that all digital content meets organisational standards and guidelines.
- Ensure that content is user-friendly, accessible, and aligned with UX best practices to enhance overall user experience on digital platforms.
- Collaborate with front-end developer and digital art director to implement UX improvements based on feedback and analytics.
- Facilitate effective communication and coordination among different teams to ensure proper understanding of needs.
- Liaise with various stakeholders to create and update web pages for campaigns and other initiatives.
- Ensure content on digital platforms is aligned with business priorities, product launches, and marketing campaigns.
- Execution of email marketing campaigns for MCB Group's Quarterly results.
- Collaborate with the IT team to address any technical issues related to digital content delivery, ensuring a seamless and reliable online experience for users.

## **Customer Service Representative, Outremer Telecom, Mauritius**

*(February 2016 – April 2016)*

Achievements and responsibilities:

- Assist customers in troubleshooting technical issues with their telecommunications services.
- Troubleshoot and diagnose technical issues with phone services, internet connectivity, and other telecommunications products.
- Work towards first-call resolution to minimize the need for customers to call back with the same issue.

## **Education**

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### **Open University of Mauritius, Mauritius**

*Bachelor of Arts: Graphic Design and Multimedia*

*(Expected graduation July 2024) (Expected results 2:1)*

Key Skills gained:

- Conceptualising and creating visual elements for various media.
- Creating visually appealing and functional websites.
- Proficiency in HTML, CSS, and knowledge of web design tools and platforms.
- Designing interfaces that are user-friendly and aesthetically pleasing.
- Conducting user research and usability testing.
- Planning, organising, and managing multiple projects simultaneously.

### **St Mary's College Rose Hill, Mauritius**

*(January 2014 – November 2015)*

A-levels:

- French – A
- Travel & Tourism – D
- Business Studies – E

### **Piton State College, Mauritius**

*(January 2009 – November 2013)*

8 GCSEs, grade A-D, including Maths and English

## **Hobbies & Interests**

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I am passionate about expanding my knowledge and staying abreast of emerging trends, industry insights, and diverse perspectives. A few years ago, I assumed the role of Digital Solutions Architect for a period of 6 months as one of our colleagues passed away. I was offered the opportunity to temporarily take control of all the digital platforms and learn to adapt and react to a high-pressure environment.

## **References**

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References are available upon request.