

----- Jay Katherine Amusan -----

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Personal Profile

Jay Katherine has experience working in many social areas such as youth groups, creative organisations in dance, retail, and educational experience. She encourages criticism and openly welcomes feedback to improve herself further. With big dreams of achieving her PhD in the Psychology and Tech field, currently studying Applied Psychology at IADT, she has ample understanding of marketing techniques alongside optimal ways to be engaging on a digital platform as well as being in tune to innovative ways to bring that learning into her work

<u>Skills</u>	<u>Interests and Hobbies</u>
Communication	Youtube Content Creation
Editing (Movavi Editor Pro and CapCut)	Language Learning (currently studying: Spanish, Irish, and Korean)
Design (Canva)	Dance (Contemporary, Jazz, HipHop, Commercial)
Social Media Management	Crocheting

Experience

October 2022 - Current Day

IADT Dance Society - *Content Manager*

- Founded and Developed the IADT Dance Society on campus
- Establishing a digital presence and brand identity as well as maintained a regular upload schedule
- Familiar working in both posts and instagram reels
- Short form and long form content
- Designed Logo

- <https://www.instagram.com/iadtdancesoc?igsh=OXBsZjExeTA3aGtr>

February 2024- September 2025

IADT Marketing Department - *Student Ambassador/Social Media Assistant*

- Promoted IADT as a student representative in various secondary schools
- Conducted Applied Psychology taster sessions to TY and 5th Year students on campus
- Promoted IADT as a student representative during online events
- Created promotional content for the Institute's tik tok
- <https://www.tiktok.com/@iadtofficial? t=ZN-8x5TR4IXEgA& r=1>

September 2022 - September 2026

B&Q Tallaght - *Customer Advisor*

- Works in the front end, providing a welcoming atmosphere to complete the customer's experience
- Operated the tills and cleaned the area after closing
- Answers phone calls and questions about products

Education

August 2017 - May 2022

St Mark's Community School, Tallaght

1st - 6th Year Student (completed Leaving Certificate)

September 2022 - current day

Institute of Art Design and Technology (IADT), Dun Laoghaire

Applied Psychology (Tech Path) DL825

Current 4th Year (final year student)

References available upon request