

Difaf Hamid

London, UK 

[Email](#) 

[LinkedIn](#) 

[Website](#) 

Education

BA Advertising, Public Relations and Branding

Middlesex University, London, UK

Grade: First Class Honours

GPA: 4.0

Explored and developed an understanding of marketing, advertising, branding, and public relations. Conceptualised and delivered visual brand identities and multi-channel marketing campaign content, including digital advertising, copywriting, video, and photography.

A-Levels

William Morris Sixth Form,
London, UK

Arabic

Photography

Media Studies

Languages

English

Native with excellent written ability

Arabic

Native in speaking
Advanced in reading & writing

About Me

An enthusiastic and detail-oriented individual with a strong creative background, eager to make a meaningful impact across various settings. My commitment to crafting innovative and effective solutions, coupled with my ability to quickly grasp new concepts and adapt to diverse environments, positions me to excel and deliver value in any role I undertake.

Experience

Operations Support Agent

FedEx, City of London, Oct 2024 - Dec 2025

- Managed logistics for time-critical shipments, ensuring efficient dispatch and clear communication. Analysed delivery exceptions, identified root causes, and implemented corrective actions to improve KPIs, resolution times, and service reliability.
- Supported operational excellence by maintaining accurate tracking data and producing performance reports to monitor KPIs, track targets, and identify process improvements, while adhering to FedEx protocols and regulations.

Freelance (Photography & Graphic Design)

London, Jan 2023 - Sep 2024

- Photoshoots for clients who required headshots/modelling portfolios and event photography.
- Designing CVs, logos, business cards, promotional posters, and invitation cards.

Student Learning Assistant

Middlesex University, London, Oct 2020 - May 2021

- Assisted first-year students with any concerns and struggles they came across throughout their content design module.
- Created tutorial videos and led one-to-one sessions with students on how to use Adobe software.

Skills

Software

- Adobe Photoshop
- Adobe Premiere Pro
- Adobe InDesign
- MS Office Suite

Key Skills

- Photo & video editing
- Organisation & adaptability
- Creative planning & strategy
- Copywriting & research

Interests & Activities

- Keen interest in brand identity design/establishment and creative art direction in advertising and marketing.
- Volunteered for Hear Women Foundation, photographing events and creating posters.
- Designed a website on a volunteer basis for the Sudanese Community and Information Centre in London.