

# Difaf Hamid

London, UK 

[Email](#) 

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## Education

**BA Advertising, Public Relations and Branding**

Middlesex University, London, UK

**Grade: First Class Honours**

Explored and developed an understanding of advertising, branding and public relations principles. Created visual brand identities and developed/designed copywriting, video, and photo content for various projects.

**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 - Nov 2025**

- Managed logistics and operations for urgent package deliveries, ensuring prompt dispatch and efficient service while addressing customer inquiries with clarity and expertise.
- Investigated and resolved delivery failures, prioritising next-day resolutions and maintaining accurate tracking data, all while adhering to FedEx's protocols and regulations.

**Freelance (Photography & Graphic Design)**

**London, 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.
- 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.