



# Alana Banks

Social Media Marketing | UGC Creator

Ashford, UK

[Portfolio link](#)

[Portfolio file](#)

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## Links

[LinkedIn](#)

## Languages

English (Native)

## About

As a dedicated, organised, and methodical individual, I excel at what I do. The content I create is successful at growing a brands online presence and increasing their engagement. Besides my excellent interpersonal skills and teamwork capabilities, I have a keen interest in taking on challenging responsibilities which has been recognised by past employers. At work, I am also known for my proactive and dynamic approach to completion.

### BRANDS WORKED WITH

H&M and Karl Lagerfeld

Orchard House Dental Practice and Oradent Dental Care

SmileShines Greenacres

St Mary's Church of England Primary School and Heath Farm School

UGCalana

Wytes (London)

## Experience

### ● Content Creator/Social media marketing

UGCalana | Jan 2022 - Now

Self Employed

My skill-set includes creating engaging content as a UGC creator, providing from short-form videos to high-quality photos, helping brands reach their target audience. It also includes social media management, I have been successful in developing strategies to grow a brands online presence and increase engagement. My experience in content writing and editing, ensures that the content created is of the highest quality.

### ● Dental Receptionist

SmileShines Greenacres | Oct 2022 - Dec 2022

Acted as a Liaison between dentists, hygienists and patients Discuss treatment plans with patients and effectively schedule appointments accordingly Maintain patient accounts and records while keeping confidentiality and GDPR Prepare and send patient bills Assist patients in filling out their required forms Confirm appointments with patients via phone or email daily Manage and organize specialist referrals Inform patients of payment options if applicable Keep track of office supplies and place orders for more supplies when necessary Perform basic accounting tasks such as taking patient payments and preparing billing statements Update patient insurance information Maintain petty cash available in the dental practice Ensure reception area is maintained and professional in appearance

### ● Treatment Co-ordinator/Receptionist

Wytes (London) | May 2022 - Sep 2022

Present case fees and financial options to patients to facilitate their decision. Educate patients, as necessary, regarding their dental benefits. Determine dental benefit eligibility, limitations, and payment estimates necessary to facilitate financial arrangements. Ensure patients are up-to-date on their financial obligations. Assist in maintaining and developing systems such as checklists to verify workflow and streamline patient care. Participate in huddles by providing vital information for customer service and case acceptance. Fully utilize administrative time to prepare for the next day. Embody the practice philosophy in all actions and decisions. Administrative duties Assist the clinical team in cleaning the rest of the office (trash, floors, restrooms, instruments, etc.

### ● Dental Nurse

Orchard House Dental Practice and Oradent Dental Care | Oct 2020 - Feb 2022

I am responsible for the decontamination of instruments Maintaining dental operating equipment Ensuring that all relevant materials and

supplies are in place Looking after patient records – including making notes when the dentist is examining patient's Working closely with the dentist, responding quickly to requests and generally keeping the surgery ready for use Complying with covid19 regulations

- **Teaching Assistant**

St Mary's Church of England Primary School and Heath Farm School | Oct 2019 - Mar 2020

Instruct students individually and in groups using various teaching methods, such as discussions and demonstrations. Adapt teaching methods to meet students' different needs. Establish clear objectives for all lessons, units and projects, and communicate those objectives to students. Establish and enforce rules for behaviour. Prepare material and classrooms for class activities. Observe and evaluate students' performance, behaviour, social development and physical health.

- **Sales advisor**

H&M and Karl Lagerfeld | Jun 2018 - Jun 2020

Resolve customer complaints regarding sales and service Use spreadsheet and word-processing software to manage deliveries and stock Operate cash registers Arranging merchandise on shelves according to popularity and other criteria Approaching customers and offering product knowledge Increasing store sales and profitability Handling and updating customer information in databases Maintaining a clean and orderly environment in the store