GITIKA GIDWANI
United Kingdom | 07436988879 | info@reasons-why.com | LinkedIn | Portfolio

Founder and creator of an independent travel and media agency focused on empowering solo travel and exploring destinations through stories, emotions and the deeper reasons people visit them.

I have experience across hospitality, FMCG, higher education, publishing & media, including a summer internship with **Unilever UK & Ireland**, and have led multidisciplinary teams as **President of Enactus BCU for two years**, winning multiple national awards.

Having travelled extensively from a young age including time in China and India due to my father's work, I bring a global outlook, cultural sensitivity and a strong interest in **aviation, media, travel & content,** I am particularly interested in travel media that centres people, place and lived experience, and I am keen to develop professionally within the UK travel and media industry.

WORK EXPERIENCE

Founder & Creator May 2025-Present
Reasons Why with G | Birmingham

- Founded an independent travel and media project focused on **solo travel, cultural storytelling and the emotional reasons behind destination choices.**
- Conceptualised and filmed a **documentary-style series** exploring destinations through people, place and personal narratives.
- Solo-travelled to **Hong Kong and Phu Quoc Island (Vietnam)** to research, shoot and produce initial episodes.
- Secured **partial project funding from Birmingham City University**, supporting international travel and production: Cultural Mobility Grant
- Managed the full creative process: research, story development, filming, interviewing and post-production editing.
- Currently editing episodes for digital release across social platforms.

Peer Navigator & Outreach Administrator September 2025-Present
BCUSU | Birmingham

- Manage and coordinate the **Peer Navigator Scheme**, overseeing **approximately 80 student and casual staff** across multiple outreach activities.
- Lead day-to-day **outreach operations**, including scheduling, briefing and supporting peer navigators and outreach assistants.
- Act as a central point of contact between students, staff and external stakeholders, ensuring clear communication and smooth delivery of events.
- Support widening participation and **community engagement** initiatives through structured outreach programmes
- Develop **organisational, leadership and people-management skills** while working in a fast-paced, multi-stakeholder environment

Global Digital Media & Commerce: Beauty & Well-being June-September 2024
Unilever UK & I | London

- Enhanced customer experience for TRESemmé UK and Nexxus USA websites through SEO, user behaviour analysis, and tools like Virtual Try-On, Frontify, and Creative X, improving engagement and brand consistency across digital platforms within Beauty Tech.
- Developed branded content for Unilever's careers Instagram and collaborated with Unilever's Beauty Academy to produce educational materials for beauty brands, contributing to key campaigns like Dove D Well and Dove Dynamite.
- Coordinated with product, analytics, and marketing teams across projects for global brands, leveraging tools such as Google Analytics, HubSpot, and Adobe Creative Suite to drive successful, aligned project outcomes.

President April 2023-July2025
Enactus BCU | Birmingham

- Designed and implemented multi-platform marketing strategies across Instagram, TikTok, and email marketing to boost brand visibility, digital engagement, and audience growth; increased membership to **300+** and positioned it as a top-performing student-led brand on campus.
- Led strategic project management for three social enterprise initiatives (Saver Sizes, Water is Life, and Rebloom), applying skills in **campaign planning, stakeholder communication, and performance analysis** to deliver measurable social impact aligned with UN SDGs.
- Acted as brand ambassador and spokesperson, delivering impactful presentations and pitch decks at corporate partner sites including HSBC, Unilever, and BDO; awarded for community outreach, brand storytelling, and engagement excellence at institutional and national levels.
- Secured sponsorships and funding through pitch development, partnership building, and donor relations, winning **£1,400+** in grants; recognized with awards for **leadership, innovation, and marketing** excellence, including VPE of the Year, Executive Officer's Award for community building and engagement and Team of the Year.

EDUCATION

English & Creative Writing, BA (Hons.) May 2025
Birmingham City University, Birmingham

Higher Secondary Certificate July 2022
Swaraj India Public School, India