



// Work Experience & Self-Taught

// Becky Rose

// Digital Marketer

// Bio

I am a Biochemistry graduate turned Digital Marketer who enjoys creative writing, design, and analytical / strategic thinking.

// Tell us about your role

My role revolves around content creation and digital marketing. Whilst I mainly focus on social media, I also get involved in blogging, copywriting, Google ads, website projects, creation of marketing collateral and more.

I decided to pursue this interest and started work experience at Bloc Creative (then known as Three Sixty Media). Through experience and numerous courses I taught myself Digital Marketing principles and now I am a Digital Marketer at Bloc.

// Why did you choose the industry?

I enjoy Digital Marketing as it provides the perfect balance of analytical thinking and creativity – one day you could be analysing the results of a campaign and the next helping to design the visual elements and messaging strategies of another. Working in this role at Bloc has been great because you also get a taste of numerous different industries, be they commercial, defence, engineering, environment, or anything in between.

// How could others follow your route to industry?

Do lots of work experience and get a taste of different disciplines and roles. While I do have a degree and learned a lot through university, gaining experience and learning from others has been invaluable.

// Top Tip

There is lots of information and content out in the world, and many of us are time-poor. Whenever you're creating something, ask yourself why – why would my target audience be interested in this? What can I do to make it stand out from the crowd?

// How did you get into this industry?

I took a bit of a long route round. In school I was always great at science and maths so that's the route I decided to go down at university, where I studied Biochemistry. However, during one of my university modules our goal was to market a new biotechnology product, and this turned out to be one of my favourite modules during my course.

// Are there any sources of information you would recommend?

LinkedIn Learning has been a great resource for both learning the basics and diving deep into particular topics. While Derby-specific, the **D2N2 Growth Hub** courses have also been great opportunities to learn.

