



// 2020 Graduate & Intern

// Emma Tatman

// Marketing Lead

// Bio

I'm a Marketing Communications and Advertising graduate who's preferred areas include: campaigns, creative content and copywriting, branding and consumer behaviour, and strategy.

// Tell us about your role

My role includes a huge variety of tasks, and covers a vast range of areas within marketing – from product research and strategy creation, to devising clear proposition communications and messaging... It also covers creative copywriting, campaign ideation and brand development.

// Why did you choose the industry?

It started as a 'I don't know what career path to go down' move – I was good at and enjoyed media and business at school. Marketing seemed like a sensible progression from there...

I also enjoyed reading about campaigns and advertising stunts in my own time so I thought, 'why not?!'

// How did you get into this industry?

Entering the industry with a degree was initially a back-up plan for me. I wasn't totally keen on going to university so I did try to get an apprenticeship beforehand – it just didn't work out. Marketing apprenticeships are so much better now than they were 5+ years ago.

For other roles, I always got pipped to the post by those with a recent degree – so I eventually decided that was the way forward for me.

After completing my degree I secured an internship at Bloc where I began to put my knowledge into practice before moving in to a full-time role.

// How could others follow your route to industry?

It's a competitive industry but you don't need to work for a large studio / agency to secure and support large clients! Establish your preferred areas of interest while you're studying and look for companies who have a client base that genuinely interests you... you're going to have to know your clients inside out so why not enjoy it!

// Top Tip

Marketing is a long game... Don't be deterred by a challenge and don't be disheartened if you don't get the results you planned for – at the end of the day marketing is based on educated assumptions. You can do all the research, audits and analysis possible, and still not get the desired action / reaction from an audience.

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

Marketing is such a fast-paced industry... and while that's interesting, it can also be hard keeping up to date. It's continuously evolving: with new or short-lived trends, progressions in technologies, and switching up strategies in order to reach the intended consumer. I'd recommend listening to podcasts and signing up to industry newsletters and publications.

Podcasts: **Marketing Week**, **The Digital Marketing Podcast**, **CIM**, **Marketing Meetup** and **The Marketing Millennials!** There are so many good ones out there...

Newsletters, Publications & Blogs: **The Drum**, **Marketing Week**, **Fast Company**, **Gartner**, **HubSpot**, **MarketingProfs**.

