

## CAITLYN BLOOR



**Job:** Market Development Apprentice

**Company:** Brother UK

I work alongside the senior marketing manager and support the marketing development team to produce marketing plans and assets to increase brand exposure and product sales.

Energetic

Kind

Hard- working

**The skills I use most in my job...**Communication skills- When discussing plans and ideas with the team both verbally and in writing

- Presentation skills- When presenting or pitching an idea
- Powerpoint and Excel skills- To produce product audits, competitor activity or presentatons for new product releases etc.
- Creativity skills- Working in a marketing department you need to have an eye for design and be able to think of new and exciting ideas
- Composing marketing emails- This is a skill within itself as we work with agencies and communicate

with our accounts and we have to therefore ensure that our emails are professional and constructed well

**The most interesting thing I've worked on in my career so far...** Personally, I have found that my interests lie within presenting, being creative and coming up with ideas for marketing plans. Working with my colleagues and having responsibility for a campaign or marketing plan is something I enjoy doing as communication skills and organisation skills is vital for leading a marketing plan. One campaign I have worked alongside my colleagues with is the PT- Cube Instagram influencer campaign which reached a different but large audience and increased sales.

**What inspired me into digital and tech...** Most definitely the work experience I completed that inspired me to go into digital and tech and want a career in this area. I was interested and intrigued by the type of work they do and how it allowed me to not only do something I love which is marketing but also being creative as I studied art in school.

**My educational background is...** I studied Media, Art and Photography in school where I discovered my interests within Media, most specifically Marketing. I then went on to study Media Level 3 in college where I achieved a Double Distinction. as part of my college course I had to complete work experience and this is where I found Brother, I completed a week in Brother's marketing department and really enjoyed Market Development which are primarily the ideas of the team. I was then contacted by the head of marketing who then eventually went onto recruiting me as an Apprentice.

**What advice I'd give to girls thinking about a career in digital and tech...** The advice I would give any young person about going into a career in digital and tech is that every day is not the same as you experience new things every day and you discover interests you never thought you would have. Digital allows you to be creative, think outside the box and develop new ideas. As a young person the struggle is not knowing what career pathway to take but in Digital this will combine many soft skills you have and also developing new skills.