



# *Jennifer Kulak, 1997*

## **What Career are you in, and what sort of things does this entail?**

UK Triathlon. Multi sport event organiser.

I'm on the digital side, working on things like Photography, Google analytics, AdWords, Social media, graphic design (Corel) basically any image that you see related to a UK Triathlon events.

Plus I design our medals & merchandise items.

As we're a relatively small company, I'm involved in event admin, product ordering, generating start lists, email campaigns the list goes on...

It's a really interesting job as there's always something new to learn.

## **What inspired you to go into your chosen career?**

Honestly, I fell into it! Originally the company was a silk screen printers.

The idea of printing and design was just something that really appealed to me. I absolutely loved art and tech classes at Malbank, I painted fabrics in one lesson and the memory just stayed with me.

I was taken on as an apprentice in 1998, (I'm a fully qualified machine printer, even though I've not printed in years!).

We printed garments for sports events and also organised a couple of triathlons a year. Eventually the events side over took the printing side, and I moved from printing and designing shirts to designing our website and promotional material. As technology moved we moved with it, hence why I now manage our Google Analytics & AdWords & Social media content. Facebook and Instagram didn't exist when I started!

It'll be 25 years since I've worked here.

## **What advice would you give to anyone interested in working in your career area?**

Always have a different set of eyes look at what you're preparing to put out into the world!

Don't stress about not knowing something, remember Google is your friend!

Be prepared to muck in, you're in a team and a team supports all of its members.

Be prepared to talk and meet an awful lot of people!

And remember no question is too stupid to ask or be asked!

Be prepared for change! I can guarantee as soon as you perfect one program or activity, it'll be updated somehow.

**What do you know now, that you wish you'd known when you were leaving Malbank?**

I wish I had never stressed so much on IT! & programs like excel! The irony now is if I need a formula or something, apps like TikTok are more useful than Microsoft help ever was!

***If you would like to get in touch with Matt to find out more about careers like this, please contact Mr Batty in the Sixth Form Office, or via Teams***