



Alice Woodbridge, 2014

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

I work in Marketing for an online beauty retailer. My daily role consists of meetings with beauty brands, creating marketing plans for new product launches, analysing data from activations, collaborating with internal teams such as social, content, CRM, to create successful marketing plans and campaigns.

What inspired you to go into your chosen career?

I wanted to go into a creative role after studying Media & English at Malbank, at GCSE and A Level.

I also had work experience at a Marketing agency while I was studying at Malbank Sixth Form, which inspired me to go into Marketing.

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

I would advise to study Marketing to some level, whether that means as an apprentice, a course or degree level. I also think studying courses/subjects that will help you in Marketing eg Business Studies, Media Studies can be very useful in a marketing role.

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

Try not to stress/worry if you don't know what to do for your career, start by doing what you enjoy and then you'll always do well!

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