

Portfolio of written tasks

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I decided to analyse two entry-level marketing positions. The first job listing is for a digital marketing assistant at Krome Technologies in Chertsey. This role involves tasks like monitoring industry news and partner updates, creating and managing online advertising campaigns across all social media platforms and Google ads, as well as tracking and reporting web analytics. There are several skills required for this position, such as effective communication, managing social media content, and data reporting. The second job listing is for a marketing assistant at ERM, a sustainability consultancy in London. This role requires support for marketing events like conferences and seminars. (Salesforce, 2025) You will need to manage marketing materials, update the team's intranet and content libraries, and keep project plans and event calendars organized, all while maintaining effective communication. Time management is crucial in this busy department to meet the company's deadlines. In both roles, communication is a vital skill since you need to consistently convey the brand's message. Good communication ensures that any materials produced by the company can be shared clearly and accurately. My experience as a mental health support worker has greatly improved my communication skills in the workplace and in life. This job required me to actively listen to individuals with diverse needs, allowing me to understand them better and write accurate reports for the care agency and other support staff involved. (Marketing Communication - an overview | ScienceDirect Topics, n.d.) This experience has taught me how to adjust my communication style in that setting, as empathy and simplicity are essential. If I were to take on either of the two marketing roles, I believe I would be a great fit because I can utilize my skills effectively in these positions. Overall, communication is a highly transferable skill that applies to almost every industry.

One of my strongest professional skills is my ability to manage time and coordinate competing tasks. I've developed this strength through both my academic and work

experiences. For instance, during my last term at university, I balanced multiple coursework deadlines while also working part-time. In just two weeks, I completed three assignments and took on extra shifts due to staff shortages.

Even under pressure, I organized my schedule by breaking each task into smaller parts, assigning specific time slots, and prioritizing activities based on urgency. As a result, I managed to finish all my tasks on time, leading to positive outcomes. This practical achievement showcases my reliability and efficiency, even when handling several responsibilities at once. (Firstup, 2021) This skill is directly applicable to both marketing roles I explored. The Digital Marketing Assistant role at Krome Technologies requires monitoring industry publications, managing online advertising campaigns, and reporting on web statistics. These tasks often overlap, making efficient organization essential. Likewise, the Marketing Assistant role at ERM Sustainability Consultancy involves supporting events, tracking project plans, and updating material libraries, all of which require strong time management skills to meet departmental deadlines. My proven ability to juggle multiple tasks suggests that I would excel in the fast-paced environments of both positions.

Another important quality I possess is my communication skills, which have been significantly shaped by my experience as a mental health support worker. In this role, communication went beyond just speaking well; it required active listening, empathy, and the ability to tailor my tone and language to meet the needs of everyone. For instance, I often helped service users who were dealing with complex emotional or cognitive issues. To communicate effectively, I learned to break down information, be patient, and ensure that the person felt understood. Additionally, I wrote detailed reports for care agencies and other professionals, which demanded accuracy, clarity, and compassion. These experiences enhanced my ability to convey information in a way that is both precise and easy to understand. Communication is essential in both marketing roles. Digital marketing messages need to be clear, consistent, and appropriate for the target audience. In event-based marketing, communication is vital as it ensures that stakeholders, colleagues, and external partners receive accurate information. My background provides a strong foundation for both situations. The ability to listen attentively, understand different perspectives, and present information clearly is highly relevant in marketing, where brand messaging and audience engagement are crucial. (Rothman, 2025) While I have solid social and organizational skills, I recognize that I currently lack hands-on technical marketing experience. The job postings mentioned several tools and platforms that I am not familiar with, such as Google Ads, Google Analytics, WordPress, and social media scheduling tools like Hootsuite or Buffer. These tools are commonly used in digital marketing to create campaigns, track results, and manage content. My lack of familiarity with them highlights a gap in my technical knowledge. For example, the Digital Marketing Assistant role at Krome Technologies involves creating and distributing online advertising campaigns, as well as

monitoring website statistics. If I don't have any prior experience with Google Ads or Google Analytics, I would find it hard to do these jobs on my own. Likewise, ERM tasks involve updating intranet pages and content libraries, which might require knowledge of content management systems like SharePoint or WordPress. Even though I possess transferable communication and organizational skills, I would need training to use these platforms effectively. Another challenge is my limited experience in coordinating events. The ERM role includes helping with conferences and seminars, managing marketing materials, and keeping track of event calendars. While I have worked in busy environments and handled multiple tasks before, I haven't yet been involved in professional events directly. This means I might need some time to understand the logistics, like contacting venues, creating materials, and organizing schedules. However, these weaknesses are not permanent barriers. They highlight specific areas where I can improve through training, practice, and structured learning. Recognizing these gaps is helpful because it directly shapes my Task C goals and Personal Development Plan (PDP). By identifying where I need to grow, I can set focused objectives that will enhance my employability in marketing. The issues mentioned earlier present opportunities for growth. For instance, earning certifications in Google Ads or Google Analytics would significantly enhance my technical marketing abilities and boost my competitiveness in the digital job market. Many of these courses are either free or inexpensive, making them easy to access and complete in a short time. Learning to use WordPress or social media scheduling tools would also expand my practical skills and prepare me for content management roles. Additionally, my strong communication skills help me stand out in marketing environments. While many entry-level candidates might possess technical knowledge, they often lack the interpersonal skills developed through support roles. My experience gives me an edge in tasks that require empathy, clarity, and adaptability, which are increasingly important in marketing teams. The primary challenge is the competitiveness of entry-level marketing jobs. Numerous applicants may already hold marketing degrees, internships, or experience with the tools mentioned in job listings. If I don't enhance my technical skills, I risk being overshadowed by those with more direct marketing experience. Another concern is the fast-paced nature of marketing departments. If I don't quickly adapt to new tools or strategies, I might find it difficult to meet deadlines or expectations. This underscores the importance of actively addressing my skill gaps.

My immediate career goals focus on laying the technical, professional, and academic foundation necessary for a future in business and marketing. My main aim is to graduate with a strong degree classification, as this will enhance my credibility when I seek internships and entry-level jobs. Besides my academic success, I want to improve my practical skills, particularly in areas that are highly sought after by employers. A key area of focus for me is to advance my Excel skills, since data management and spreadsheet analysis are vital in business, marketing, and analytical roles. I also intend to enrol in a Power BI course to build my confidence in data visualization, which will provide me with a competitive advantage for internships in my area of interest. Another short-term goal is to

gain internship experience in a business, marketing, or consultancy environment. This will allow me to apply my transferable skills, acquire industry knowledge, and begin developing a professional portfolio. To support this goal, I plan to establish a strong LinkedIn profile that showcases my achievements, skills, and experiences. Having a well-designed online presence will help me connect with potential employers, find opportunities, and demonstrate my commitment to professional development. My long-term goals are centred around moving into analytical and managerial positions. One of my ambitions is to become a business analyst, where I can utilize data-driven insights to aid in decision-making and enhance organizational performance. As I advance in my career, I plan to transition into project management, allowing me to lead teams, manage resources, and achieve strategic results. To facilitate this growth, I intend to obtain Chartered Management Institute (CMI) qualifications, which will enhance my leadership skills and formalize my management education. In conclusion, I hope to spearhead business improvement initiatives that generate measurable value for organisations. By merging technical skills, professional experience, and structured qualifications, I will be in a strong position to reach these long-term career aspirations.

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