

The background features abstract, overlapping geometric shapes in various shades of blue, ranging from light sky blue to deep navy blue. These shapes are primarily located on the left and right sides of the frame, creating a modern, dynamic feel. The central area is a plain, light grayish-white, providing a clean space for the text.

Placement at Level 5

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My Pathway

- ▶ Originally, my goal was to go down the fashion and beauty marketing route as this was the only true passion I have. A job where you love what you do seemed impossible for me without it involving one or the other.
- ▶ Living in Swansea, and not wanting to relocate meant I really had to search hard for the perfect placement and potential full-time job.
- ▶ The search for a fashion or beauty placement role, immediately became very hard. Almost every role in Swansea is taken, even when your offering to work for free. The majority of our high street shops do not have the resources to take on a part-time placement, with limited flexibility and little to no knowledge about fashion or beauty marketing.
- ▶ All high street shops have a head office based in a major capital city like London or some even Milan and Madrid.

Dealing with the problems

- ▶ Accepting that my chances of a fashion or beauty placement were slim, was something I struggled to come to terms with. I then had to really think hard about my next step and how I would manage to find a placement in such short time.
- ▶ Placement came with many struggles, working a part time job on the side and having to reduce my hours did not sit well with the company I work for. It took many attempts and letters from Marie to prove to them I had to do this as part of my course.
- ▶ Many of my other responsibilities made me question if placement was the best option for me, but I knew that I would have to struggle to be able to gain the right experience for my future.

Placement Research

- ▶ As previously mentioned, when looking for a placement I used google to search for marketing companies in Swansea, this brought up many different options, and if I'm honest I picked the one with the most modern looking logo. This was for Copper Bay Digital.
- ▶ I then went on to use social media platforms such as Instagram and Facebook, where I then found the opportunity for Magic Brands Corporation. I used the Direct Message service to communicate with the Managing Director of the company and then continued to speak with him via email.

Option 1 - Copper Bay

- ▶ From here, I searched all social media platforms for "marketing companies in Swansea" at this point, something was better than nothing.
- ▶ I came across Copper Bay Digital, an app and website creating company based in Llansamlet. The director happened to be one of our new module lecturers Ben Wheeler.
- ▶ I met up with him and Julie Hayward to discuss how the placement would go and it seemed that I would leave the placement gaining a lot of knowledge about marketing and the industry.
- ▶ Although it was a really good opportunity, I wasn't as excited as I thought I'd be for placement. This made me want to carry on looking.

Option 2 - ASOS

- ▶ The next placement I could find was the ASOS graduate scheme who also offered an internship and online training meaning I wouldn't have to travel to their Manchester head office.
- ▶ The scheme was actually not available online and the information I'd heard from word of mouth was obviously not true.
- ▶ This made it clear I could not consider this placement without relocating.

Option 2 - Magic Brands Corporation

- ▶ I saw an advertisement on Instagram from the company director Leon Esfahani, who is a popular businessman in Swansea and South Wales. The post said that anyone wanting to work in his company's head office was to send an email of their skills and why they should be considered for the job. So that I did.
- ▶ When I received the email from Leon, asking to meet to discuss further I knew straight away that this was something I'd consider giving up my comfortable part time job at Costa for.
- ▶ We met and discussed how I would benefit his company, and he came to the conclusion that I was the right fit for the role and understood that first and foremost it would provide me with industry experience and knowledge.

The importance of Placement

- ▶ Placement at any level or pathway is majorly important and beneficial to a student's course and long term career. A placement not only teaches an individual how to act in a work environment but what characteristics it takes to act appropriately as an adult.
- ▶ My specific placement would teach me how to work in an office space and independently use machines such as printers, scanners, Mac programs and telephone.
- ▶ My role includes using all types of social media including creator studios where I post and schedule content without being in the office, this opens up new techniques and programs for me to work with.
- ▶ As someone who is fairly confident, I feel like placement will help build it more as I will have to connect with much more experienced and mature individuals rather than the same students in my uni class.