Tuesday 7 February: Marketing in the Digital Age

SPEAKER PROFILES

Jarmila Halovsky-Yu

Founder, MD & Consulting Chief Marketing Officer at YUnique Marketing LTD

Jarmila Halovsky-Yu has over 20 years’ marketing experience working with start-ups, challenger brands and some of the world’s largest market leading brands. Her marketing consultancy specialises in brand management, business growth, go-to-market strategies and integrated marketing campaigns for start-ups and SMEs. The best thing about the work she does is “unlocking the marketing potential in brands and people, to take business to the next level”. The most challenging aspect is “time: there’s never enough!”.

Jarmila is also a mentor at the Direct Marketing Association and provides marketing know-how to Business Associations and marketing career insights to University Groups.


Twitter: @Jarmila_Yu

BA French and Italian, Royal Holloway, 1994

Lucia Cisneros

Digital Marketing Executive for ASOS Marketplace

In her role at ASOS, Lucia has to hit high targets, so optimising on a regular basis is key to their success. However, she feels lucky to be in a role where she can try new things within the digital space and see how these have an impact in the business. In spite of the pressures, she describes her role as exciting, challenging and fun.

“Working with people from different countries and backgrounds at Royal Holloway really helped me prepare for my job. You will have meetings and discussions with a lot of different people so mastering your soft skills can be a real asset!”

A piece of advice: “Get as much work experience as you can. University gives you the theory but you need to be out in the real world to put it into practice.”

BSc Management and International Business, Royal Holloway, 2014
Romain Sestier

Founder & CEO at Charlie Romeo Oscar, Digital Marketing and Software Agency

Romain’s primary role is to increase the performance of websites, apps, and emails. He chose this industry in the first place as he was passionate about using data in order to make business decisions: “Companies today have more data than ever before, but making sense of it is complex”. The best thing about his work is being able to answer questions such as "How do visitors looking for family holidays book online as opposed to those looking for a couple’s retreat?" or "How do we recognise and personalise the experience for our most valued customers online?". The most challenging aspect of his work is convincing companies to adopt a data-driven approach to their business.

A piece of advice: “Having recruited graduates in the past, the best advice I can give new applicants is to get as much work experience as possible (ideally in fields related to the industry of interest, but it’s not critical to be relevant), travel, and use the opportunity to be a student to learn about different topics (for example, coding if you are doing a non-technical course).

Twitter: @romainsestier

BSc Management with Marketing, Royal Holloway, 2014

Asher Baker

Freelance Digital Marketing Specialist

Asher is fully versed in all digital marketing practices, including SEO, PPC, Local SEO, reporting, Content Marketing, blogging, and creating new marketing strategies. His role is very varied and creative and he gets to work with “loads of awesome people and businesses”. One of the most challenging aspects of the work, is that a lot of people don’t understand the methods and processes involved.

How did his time at Royal Holloway prepare him for his role? “The commute! Plus, you need to be really self-disciplined at university - as a freelancer, timekeeping and being strict with yourself are key skills.”

A piece of advice: “Most formal digital marketing qualifications go out of date very quickly. Do what you love doing at university, and be prepared to turn your hand to anything - digital marketing will probably work for you if you are passionate and have an open mind.”

Twitter: @asherjbaker

BA History, Royal Holloway, 2011
Luke Rees
Head of Digital at AccuraCast, a London-based multilingual digital marketing agency

Luke describes his job as “analytical, creative and diverse”. He has to combine journalism, psychology, languages, analytics, IT and design, plus a bit of managing of internal politics! The most challenging part is adapting to the constant changes and updates that happen in the industry, whether it’s Google changing its search algorithm, new ad formats being released on Facebook, or keeping up with broader market shifts that come with new consumer technologies. The industry runs on knowledge, so this means keeping on top of trends and constantly trying something innovative.

A piece of advice: “Read as much as you can about technology, maintain a good social media presence (i.e. Twitter, LinkedIn), and perhaps start a blog.”

Twitter: @LukeRees4
BA English, Royal Holloway, 2013

Stuart Kerr
Head of Marketing Communications at Santander

Stuart is responsible for creating Santander’s external communications and how the brand is perceived in the market. His team generates all of Santander’s advertising across all channels and targets both their retail and business customers. He really enjoys the variety of the role, including the audiences, technologies and trends, plus working with so many people from across the organisation. During his time at Royal Holloway, Stuart’s says that his seminars were actually the best preparation for what happens every day at work: “you take time to understand the challenge, you review your material, prepare your point of view, and then you get stuck into the debate. Hopefully you win over those in the room, or collectively you come up with a more informed, rounded and stronger position”.

A piece of advice: “Are you interested, fundamentally, in people? If you’re not, marketing isn’t for you. Understand your strengths – are you creative, analytical or strategic – and find the discipline that plays to those strengths. What puts a fire in your belly when you think about your future – are you entrepreneurial, committed to social enterprise or keen to get into the large corporate environment? Understand this before working out what sort of marketer you want to become.”

BA English, Royal Holloway, 1998