Meet the Marketers

Pav Badesha: Sky
http://ow.ly/XgA8w - (LinkedIn Profile)


What’s the best thing about the work you do? Everyday is different, there is a new challenge/something new to be learnt everyday, which makes it fun!

What advice would you have for students looking to enter the industry? Be true to yourself and confident. Gain as much experience as you can to identify which area you wish to develop in!

James Raven: Royal Holloway
http://ow.ly/Xy2vf - (LinkedIn Profile)

What are your best memories of Royal Holloway? Meeting my girlfriend, Selina. I know it sounds mushy but we motivate one another to work harder to achieve the best future we can and that has moulded my time and work ethic at Royal Holloway.

How would you sum up your job in three words? Liaise, produce, promote.

What’s the best thing about the work you do? Seeing my creations around and about and their positive impact.

What’s the most challenging aspect of the work you do? Any time I have to do maths! Just kidding I’d say probably balancing my time for multiple projects, particularly as I work part time and might not work the day of a deadline.

What advice would you have for students looking to enter the industry? Work is more than just 9 to 5. Be an early riser and have the right mental state, from there I recommend finding a solid CV template and just getting as much work experience under your belt as you can; don’t be afraid to start with the menial tasks. I handed out flyers for hours on end.

Kasia Wiktorowicz: Valspar-Consumer Europe
http://ow.ly/XMGzn (LinkedIn Profile)

What are your best memories of Royal Holloway? The Summer Balls and, of course, the 3am fire alarms in Founders!

How would you sum up your job in three words? Thrilling, challenging and stimulating.

What’s the best thing about the work you do? I love being part of the creative process involved in launching new products and point of sale into stores.

What’s the most challenging aspect of the work you do? Tight deadlines and juggling lots of moving parts!
What advice would you have for students looking to enter the industry? I found starting out in a smaller company gave me more opportunities to explore different marketing roles and to better understand the processes involved on a wider scale.

Gordon Rimmer: PC-1
http://ow.ly/XMJZh (LinkedIn Profile)

What are your best memories of Royal Holloway? My Best memories of Royal Holloway are my fellow students, Founders and the Summer Ball, The Chemistry Punch Party and my mentor the Dean of Students at the time!

How would you sum up your job in three words? Strategic, Vital, Challenging

What’s the best thing about the work you do? The best thing about the work I do is the variety of work both at a strategic planning level within the company and the execution and delivery of the campaigns that deliver results, keeping me excited about the potential to grow the business.

What’s the most challenging aspect of the work you do? Keeping my boss the CEO happy! That and delivering the leads and opportunities the business needs to grow and flourish in double digits – which in turn keeps my CEO happy!

What advice would you have for students looking to enter the industry? Never let anyone get away with thinking we are just the colouring in people! Marketing is a profession, it is about bringing the art and science of business together to drive vital business value and growth to the bottom line and is so much more than how many likes you have on your social media!

Jarmila Halovsky-Yu: Intermedia
http://ow.ly/Y40QW (LinkedIn Profile)

What are your best memories of Royal Holloway? The friendliness of the students and the sense of going on an adventure together.

How would you sum up your job in three words? Making a difference. Coaching and developing the people I manage. Getting sales people in front of prospects. Learning from customers what problems they have. Helping business partners grow their business. Demonstrating the Return on Investment (ROI).

What’s the best thing about the work you do? Connecting people. I live and breathe building/managing brands and connecting brands that solve business problems to the people that need their help.

What’s the most challenging aspect of the work you do? Time. There’s never enough.

What advice would you have for students looking to enter the industry? Continual Professional Development, volunteering, mentors & Sponsors, professional Institutions, networking, networking, networking.