



Laura Davies

MARKETING & EVENT MANAGER



What Apprenticeship have you completed?

Marketing Level 3 with ACT Training Ltd.

Why did you choose to do an Apprenticeship?

I chose to do an apprenticeship to gain a recognised qualification in marketing. With a degree in something else completely, I wanted to gain a qualification in my line of work. My manager also encouraged me to complete this apprenticeship as it will help me further down my career.

What have you learnt?

As Marketing and Events Co-ordinator (at the time I started this apprenticeship) I was excited to learn new skills. Thanks to the apprenticeship, I've further developed my marketing skills and knowledge, and gained confidence to take on additional projects.

How has it benefited you?

On completing my course, I received a promotion in my role to Marketing and Events Manager. The apprenticeship gave me the confidence to take on the new challenge and I was excited that this opportunity was presented to me.

Has it helped you overcome any challenges?

There were many modules in my course that offered me opportunities to learn more about the world of marketing. My role involves me liaising with multiple people from all aspects, so it can be challenging. However, thanks to the course I gained a broader understanding of marketing, a better understanding of how a business works and have gained more confidence in my work.

Would you enrol onto another Apprenticeship or course?

Yes. Maybe something that's more specific to my line of work which is event management.

Would you recommend an apprenticeship to others?

Yes, I would recommend an apprenticeship to others because it gave me an opportunity to better myself professionally and personally. Plus, learning new skillsets helps you along in your career.