

Katie Hughes

Digital Marketing, Advertising and Communications Foundation Degree Higher Level Apprenticeship

Mackle Petfoods

Katie chose the Digital Marketing, Advertising & Communications Higher Level Apprenticeship as she learns better through hands-on experience and liked the idea of earning money while gaining real life skills and a qualification, without student debt.

Describing her HLA as 'exciting, rewarding and challenging', Katie's favourite part is being able to develop essential skills early in her career. She believes the practical experience has prepared her well for progression, and she values the support and resources within her job to keep building on her knowledge and experience.

At the start, her work in SRC gave Katie a good foundation to build her skills upon and now, in Year 3, she finds her day-to-day role is helping her with assignments and class discussions.

Katie's favourite module has been Mobile Marketing. As her role at Mackle Petfoods involves website, UX design and coming up with new ideas, this module helped Katie bring fresh ideas and suggest new digital tools to help drive business goals.

A typical day for Katie involves maintaining the website, building email marketing campaigns and helping analyse the customer base to develop future digital marketing and e-Commerce strategies.

Although initially adjusting to full time employment took some getting used to, Katie really enjoys her role and outside of work goes to the gym and plays camogie. Katie advises new HLAs to be open to learning and adapting, and not to be afraid to make mistakes or ask questions.

