

60 SECONDS WITH

Ashley Ogunremi

[60 SECONDS](#) [CULTURE](#) [PEOPLE FIRST](#)

25 JUN 2018

Ashley is an Apprentice in our Paid Social team at MediaCom

What were you doing before coming to MediaCom and starting as an Apprentice?

I had just left school after completing my A-Level's and had taken a gap year, working in various locations around London.

Did you know anything about Paid Social before starting?

I had no previous knowledge of Paid Social before starting.

What has been the best thing about working in Paid Social?

For such a large team, there is a true sense of family; I think Paid Social is one of the strongest team units within MediaCom.

How do you think this experience will help in your career, going forward?

Working in such a dynamic, fast moving team has given me a variety of transferable skills that I can take forward in my career, and in my life. Monitoring consumer behavior upon social media has also been eye-opening, and must be considered in any advertising campaign.

What have you learned working in Paid Social?

Paid Social has been going from strength to strength in the past few years and there are constantly new innovations and advancements every single week. Starting out with no experience at all, I've really enjoyed learning the intricacies and detailed workings of various social platforms, especially as I spend many hours upon them myself!

Would you recommend it to other execs?

I would recommend Paid Social to other graduates and apprentices who may not be sure what path they would like to venture upon. With a team always providing support and training when needed, interesting campaigns to get stuck into, and multiple events for networking, Paid Social is a great place to hone your skills as someone starting out in media!

What is your favourite thing about working at MediaCom in general?

Coming into MediaCom every day and working with positive, passionate people who can commit to an effective work-life balance is an absolute pleasure. To know that we are all working towards one common objective, to continue being the best media agency in the UK is awe inspiring. While each of my team mates may be a small fish in a big pond, ultimately it's the shoal that can keep moving forward, achieving the most.

60 SECONDS CULTURE PEOPLE FIRST