

60 SECONDS WITH

# Rosie Sykes

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ROSIE SYKES, NEW BUSINESS AND MARKETING EXECUTIVE 12 MAR 2018

## This week we catch up with Rosie, a Marketing and New Business Executive



Did you go to university? Where did you study?

I went to the Uni of York and studied History, graduating in the summer. I wasn't good enough at science to be a doctor but I satisfied my dream by specialising in medical history in 16<sup>th</sup> and 17<sup>th</sup> century England – my dissertation was on smallpox disfiguration.

**Why did you choose a career in media?**

I actually chose MediaCom more than I chose media. I came here for a meeting while I was doing work experience with a different company and there was something about the atmosphere, the creativity and the energy in the building that had me completely hooked!

**So, what does a New Business and Marketing exec actually do..?**

I assist in the preparation for New Business pitches and try and go to as many meetings as I can to learn as much as possible. On the Marketing front, I help to maintain and populate our UK social media feeds, and I have spent a lot of time adding content on to the website – it's something I've become quite proud of.

**What do you love most about your job?**

I love that every day is different, I love seeing the results of work that I've done and, most of all, I love the team. I've felt totally welcome, supported and involved since day one.

**Is there anything you don't like?**

Yes – the thought that I have to leave the team in April! I'm on the exec scheme which means that I do six month stints in three different teams. I'm sure that the other teams will be fab, but New Biz and Marketing will always be my first work love!

**What does life outside MediaCom look like?**

I moved to London when I got this job, so I spend a lot of my spare time exploring the city and absorbing the amazing atmosphere. Before it got so cold I would run home from work once or twice a week so that I could explore parts of London that I wouldn't otherwise see.

**What advice would you give to your younger self, just starting out in the industry?**

As I am just starting out, I'll give advice to anyone who is applying for their first jobs in the

industry; always be yourself, and never be afraid to ask questions. It's amazing what opportunities can open up.

What's the best thing about working at MediaCom?

Without a doubt the people!

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