

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 16th and 17th 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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