



# Alumnus of the Week

**Name:** Emma Mitchell

**Year of Completion:** 2013

**Programme of Study:** BA (Hons) Marketing

**Job Title:** Communications Executive

**Employer:** Institute of the Motor Industry (IMI)

## What you liked about Hertfordshire Business School?

The support between the lecturers and the students was incredibly valuable to me whilst studying – each class included group discussions, team tasks and more enjoyable ways to learn. My lecturers all had interesting career backgrounds, and this helped give me ideas on how my own career could grow after finishing my degree.

## What you do in your job?

I work in the communications team where I use different tools such as writing press releases, creating email newsletters, all social media platforms, as well as campaigns to communicate with our variety of audiences – I love my job since every day is different!

## Whom you would like to connect with in the Alumni Network?

Other marketers and Lecturers from my course

## Contact Details

Email: [mitchellemma1991@msn.com](mailto:mitchellemma1991@msn.com)

LinkedIn: <https://uk.linkedin.com/pub/emma-mitchell/45/5b/4a7>

Hertfordshire Business School Alumni

@UHBusAlumOfcl

Hertfordshire Business School Alumni Network

Please email [hbsalumni@herts.ac.uk](mailto:hbsalumni@herts.ac.uk) if you have any candidate(s) for Alumna of the week

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