Marketing in mind

For graduate Matt Cooper, a successful career in marketing has always been the goal. Having studied the subject at Hertfordshire, he now works as the Marketing Manager for Nimbus Hosting Ltd, a web-hosting firm based in Hertford. In his role, Matt’s day to day activities involve managing the company’s marketing, helping to look after key clients and working alongside the MD in business development.

However, Matt’s relationship with Nimbus began before he joined them as an employee. ‘I was actually a client of Nimbus before I joined them. I found the company and its ethos interesting, and got in touch with the MD, Tim, to find out more. It just so happened when doing so, that he was looking for someone to bring on board to head up their marketing!’

Looking back

When considering his time at University, Matt really appreciates the value of his degree and how it prepared him for work. ‘The most useful thing about my course was that we were constantly asked to come up with and present marketing ideas. This really helped me to have the confidence and ability to deliver ideas straight away when entering the world of work. Though the field of marketing is constantly evolving, the fundamental tools and philosophy that my UH degree gave me has stood me in good stead to this day.’

Advice and future plans

Matt’s career path began while he was still studying, working as a part-time marketing assistant at a design engineering company. This proved to be a savvy move, with the company hiring him full-time after graduation, when he left the University with a 2:1.

To anyone looking to start a career in marketing, Matt recommends using those around you. ‘Talk through and embrace the knowledge and ideas of everyone around you, from your colleagues, friends, lecturers and family. Sometimes the best ideas/seeds of new things come from someone completely outside the box who can look at things from a new angle.’

Working for such a busy and dynamic firm, it’s no surprise that Matt’s plans are to support the growth and development of Nimbus. ‘It’s a rapidly changing market, so no two years, or even months, are the same! I’d also like to work more with the University to give something back for all it has given me.’

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