



Alumnus of the Week

Name: Ashley Joseph

Year of Completion: 2014

Programme of Study: Marketing with Advertising

Job Title: Marketing Assistant

Employer: Dacorum Sports Trust

What you liked about Hertfordshire Business School?

Studying at Hertfordshire Business School provided me with all the skills, knowledge and experience needed not only to graduate my course with a first-class degree, but also to secure graduate employment within weeks of finishing my last exam. The opportunity to undertake a placement year and the help in securing a placement role was incredibly valuable and something I firmly believe has allowed me to stand out above candidates when applying for jobs. The teaching staff in the Business School are all extremely knowledgeable in their areas and were always willing to give up their time to help me when needed.

What you do in your job?

In my current role as Marketing Assistant at Dacorum Sports Trust, I am responsible for managing the marketing activities of two of the company's sites – XC, an extreme sports centre, and Little Hay, a Golf complex. As well as this, I manage all of the company's social media channels and help plan and implement online marketing activity.

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


Anyone working within marketing, advertising or social media. Also, anyone within the sports or leisure industry.

Contact Details

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 Hertfordshire Business School Alumni Network

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Please email hbsalumni@herts.ac.uk if you have any candidate(s) for Alumnus of the week

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