



Alumnus of the Week

Name: Faye Absolom

Year of Completion: 2013

Programme of Study: BA Hons Management

Job Title: Digital Marketing Coordinator

Employer: Medivet

What you liked about Hertfordshire Business School?

I loved my whole experience of being at the University of Hertfordshire; from the course content, challenging projects and placement year, to meeting new friends and inspiring lecturers. I feel that the placement year is highly beneficial and truly prepares you for the business world; I would advise everyone to make the most of this opportunity. I split my placement year into two with my first placement being in Florida USA working for a hotel, and my second was for an accountancy firm doing their marketing. This is how I landed my previous job as the Marketing Coordinator at a boutique hotel in Mayfair. I worked here for a year and a half before being approached for my current role.

What you do in your job?

I am now the Digital Marketing Coordinator at Medivet, one of the largest veterinary groups in the UK. I love animals so this is a great industry for me. My strongest passion and focus in my previous position was the digital side of marketing. I am the first person with digital experience to join the marketing team and I am looking forward to helping Medivet develop their digital presence. Current and upcoming projects for me include improving website design and usability, optimising website content (SEO), creating PPC campaigns to support promotions and much more. I am enjoying using my skills learnt through university and previous roles, likewise I am looking forward to developing further skills in my role with Medivet.

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

Those who specialise in digital marketing, previous graduates and lecturers from my course that I have lost contact with and anyone who can help me improve my digital marketing skills further.

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 Alumna of the week

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