

Meet an apprentice

“ I think going straight into work and learning on the job is the best way to get marketing experience. ”




NAME: **James**

JOB ROLE:

Apprentice in the Direct-to-Consumer Team at Samsung

Qualifications:

I studied Media Studies and Psychology A Levels at school before starting this apprenticeship. 

What kind of things do you work on?



I work in direct-to-consumer marketing. This means I look at different ways to market products straight to people. I work with a lot of audience-data looking at insights to better understand what people want and need from Samsung. You need to be able to understand data and how to use it.

What's the most exciting part of your job?



I deploy emails and push notifications to millions of people around the UK, which means they all get to see my work!

What did you enjoy studying at school?



Media Studies was all about looking at marketing trends... and that's what I'm doing in this role too.

Which skills are important for this job?

Being analytical



Did you know?

With an apprenticeship, you can earn money as you go and gain a degree qualification after a few years upon completing the apprenticeship.

Meet a placement student



NAME: **Amelia**

JOB ROLE:

Placement year in Sales and Operations at Samsung

Qualifications:

I'm studying Product Design and Management at university.

“ A placement is great because it helps you figure out what you want to do when you finish Uni. ”

What kind of things do you work on?

On a typical day, I work on reporting our sales data. Every few months I speak to account teams about upcoming product launches. It's exciting working on the launch process and I also get to hear about the products months before they are released and often get to see them too! My role involves a lot of spreadsheets and putting together presentations.

What's the most exciting part of your job?

When products are eventually announced to the public, it's really cool to say that I was part of that, even if it was just in a small way.

What did you enjoy studying at school?

I liked getting involved in set design for our school theatre productions. I've always liked to use my creativity and the practical and hands-on subjects; it was exciting to make something I could take home and be proud of.

Which skills are important for this job?

Digital Skills

Communication

Time Management




Did you know?

Placement programmes are sometimes called “a year in industry.” You go back to finish your degree after 12 months of work experience. They help to support your path from student to professional.

Meet a placement student

“ This (programme) is a great way to get some practical experience on what it’s like to work for a big global company. ”



NAME: Anavah

JOB ROLE:
Placement in the Climate Solutions Team at Samsung

What kind of things do you work on?



I assist on marketing activities within the department. I need to be creative when it comes to presentations and reports. When we do a competitor analysis, we look at what other companies are doing to see how we can do it better.

What’s the most exciting part of your job?



Getting to learn so many skills and getting real life experience whilst getting paid is the coolest thing ever!

What did you enjoy studying at school?



I’ve always loved the practical side of subjects, like doing experiments in Chemistry.

Which skills are important for this job?

Critical Thinking

Creativity & Innovation



Did you know?

Placement programmes are a great way to get practical experience of what it’s like working for a big global company.

Qualifications:

I’m studying Marketing and Management at university.



Meet a graduate




NAME: **Dua**

JOB ROLE:

Graduate in the European Display Marketing Team at Samsung

Qualifications:

I studied Accounting and Finance for my undergraduate degree then gained a Masters in Digital Marketing. 

“ I’ve always loved finding creative ways to solve problems, which is why I really enjoyed subjects like maths. ”

What kind of things do you work on?



It’s been amazing being part of the European Display team which has given me the opportunity to travel all around Europe. Everything we create is shared across multiple countries. My role includes supporting with event logistics for industry tradeshow and Samsung - hosted events, assisting with marketing campaigns and content-creation, managing marketing processes by liaising with functional teams such as Procurement and Legal departments, and I also take responsibility for product sample management and coordinating with internal/external stakeholders, amongst other things.

What’s the most exciting part of your job?




I worked recently at a trade show, and it was really rewarding gaining some amazing feedback from the audience and clients.

What did you enjoy studying at school?



I enjoyed maths and was excited to go down the analytical route and study finance, but during my time at university, I discovered a passion for the more creative side of things when getting involved in societies and internships in a marketing role.

Which skills are important for this job?

Collaboration, problem-solving, attention to detail, willingness to explore ideas beyond the boundaries of what is possible. 

Did you know?

Graduate programmes last around 2 years, and you tend to start after you finish your degree. Some programmes include rotations across different areas of the business.