

## Employer Case Study

levo Ltd

Karen McMahan

BA Media, Communication and Cultural Studies

### Placement Overview

levo is a manufacturer of biometric (finger print) readers that are utilised globally for security, access control and time management. After successfully launching our business in early 2010 we decided to build upon creating a strategic marketing plan to increase our product and subsequent brand image both online and off.

### Why we chose Newcastle Work Experience (NWE)

We'd previously heard of the scheme through Business Link and felt that NWE would enable us to assess whether or not we could support a full-time marketing resource in the organisation. The 10 week placement offered a cost effective and low risk way of gauging this. Additionally, we thought it would be an excellent opportunity for a student to gain experience within the technology industry as well as challenge their understanding of their chosen area of study at Newcastle University.

### What skills and qualities did the student bring to your organisation?

Through Karen's placement, we were able to gain a fresh viewpoint on the industry and how we operate within it in terms of marketing and PR. Karen presented excellent organisational skills along with a strong work ethic. Not only were our requirements met, but added to in terms of structural thinking and determination to exceed the objectives set. Additionally, we added to certain elements of our marketing strategy, including creating a company blog, which has worked very well for us. Karen excelled in all tasks and with previous experience in social media and PR, managed to introduce her own ideas to the business.

### How has your organisation benefitted from the placement?

Through Karen's dedication in her role, we have heightened our profile within the industry; through a nomination at the Security Excellence awards where our biometric reader was a finalist for Security Innovation of the Year. Having successfully sourced contacts, explored new media platforms upon which to represent levo and built upon our existing motto of offering our customers marketing support after purchasing our products, Karen's efforts have in turn improved our website statistics and online presence. So much was the impact of the placement, that Karen has taken a year out of her degree to continue her marketing role with us. We have since used the NWE scheme to place a Computing Science student to support the redevelopment of our website.