

## **Vanessa Lawrence, BA Hons Marketing & Management**



### **Why you got involved**

I decided to apply for a NWE placement following a particularly daunting lecture about our future plans after graduation. I looked at my CV and decided that a degree alone would not be enough, and I needed some solid work experience to help me stand out from the crowd.

### **Main role and activities**

My main role at East End Health was to conduct research in a local secondary school to be used for a funding bid to support a new project, 'The Smoothie Bar Enterprise'. I was then required to create a pack to be distributed to schools across the east end of Newcastle

### **Most enjoyable aspect**

I enjoyed the entire process, from start to finish, and I couldn't have asked for a better company to work for. The most enjoyable aspect was probably conducting a focus group in a secondary school, as it was something I had never done before, and although it was daunting, it was a great experience.

### **Most rewarding aspect**

The element of the job that was the most rewarding was having the ability to work in a team but also independently. My judgement was trusted which gave me the freedom to make the project my own and take real ownership of it.

### **Fitting it around your degree**

The fact that it is paid work was an added bonus, as it meant I could reduce my hours at my current part time job and not cut into any studying time.

### **How you have benefitted**

I feel I've had a chance to develop all those key skills that employers are looking for, in particular time management and the ability to work independently using my own initiative. The placement has given me great experience and confidence, and a much more well rounded CV; although it turns out I won't need it any time soon, as I was offered the role of Development Manager at the charity and began working for them shortly after graduating!