

MEET HOLLY KELLAWAY

NUTRITIONALS

MARKETING

APPRENTICE

AT BAYER UK

I enjoy having creative freedom and the responsibility to own projects from start to finish.



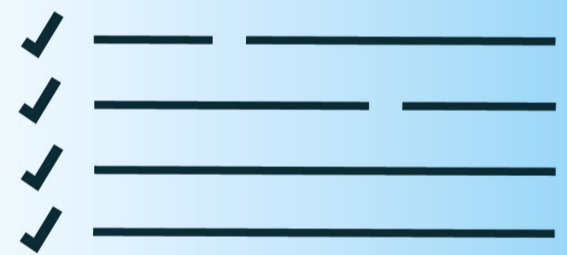
I create product campaigns, support the creation of social assets for Instagram, TikTok and Facebook, and work with influencers.

BEING A GOOD COMMUNICATOR IS ESSENTIAL.



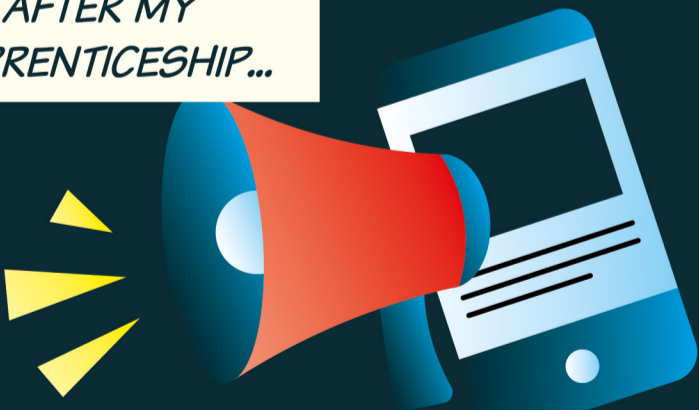
In marketing you have to work with agencies and influencers and be able to clearly explain how you want things to look or be completed.

TIME MANAGEMENT IS IMPORTANT.



There is never just one campaign live at any time so I have to manage all the campaigns and prioritise tasks to completion.

AFTER MY APPRENTICESHIP...



...I plan to move into a permanent role within Bayer and continue to work in or around the marketing team.

HOW HOLLY GOT HERE.

**A LEVELS IN BUSINESS,
PSYCHOLOGY
AND GEOGRAPHY**

**BUSINESS ADMINISTRATION
APPRENTICESHIP
AT BAYER UK**

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