



# Apprenticeship Success Story

## My apprenticeship journey

Your name: Alex Shaddick

Your apprenticeship programme: Level 3 Digital Marketer

## About you?

I am a mum of two, part-time worker with experience in pharmaceutical and training and development industries.

## How has the apprenticeship enhanced your career?

The apprenticeship has given me so much practical training, not only granular details and information, but also support on soft skills. It has given me so much confidence to be able to implement my learning straight away and see the impact of it immediately.

## What does your apprenticeship mean to you?

It has given me an opportunity and learning that I wouldn't have been able to undertake any other way and given me many more options in terms of my future career.

## What advice would you give to an existing apprentice?

Get as much from your 20% off-the-job time as you can. And if you have time attend additional webinars, explore any learning in more detail or pick colleagues brains. The more you immerse yourself away from the day-to-day tasks the more you will absorb.

## Why did you choose an apprenticeship?

I was working with my current employer whilst completed a Business Management Open University degree.

Once this finished we looked at how we could use my degree learning and one area was marketing. However, we realised that although I had exposure to theories and some traditional marketing techniques, I realised that some practical training would be beneficial.

An apprenticeship would give me the practical training I wanted without adding to my workload/work-life balance.