

Index of Organisations: Advertising, Marketing & PR

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Vacation Work Feedback (provided December 2018)

Name of organisation	American Express
What does the organisation do?	Financial Services
Where were you located?	London
What did you do?	10 week marketing internship with the corporate team
For how long did you do it?	9 - 12 weeks
In which vacation?	Summer
How did you first find out about this opportunity?	Careers Service advertisement
What did you personally gain from the experience (insights, skills etc.)?	Marketing experience and a graduate job
What were your average weekly earnings?	> £400
How long in advance did you start to arrange this experience?	7-9 months
Do you think this opportunity might be available to other Cambridge students?	Yes
As a result of this experience were you offered anything?	A job offer
If you needed a work permit or special visa, how did you obtain one?	

Vacation Work Feedback (provided December 2018)

Which year of your University course were you in when you arranged it?	Penultimate
Which year did you have this experience?	2018
Do you have any other comments regarding your experience?	

Details of the student who provided this feedback (some students have asked us to omit Raven ID/course details):

Geographical Tripos Finalist

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Vacation Work Feedback (provided December 2018)

Name of organisation	APCO Worldwide
What does the organisation do?	PR and comms
Where were you located?	Brussels, Belgium
What did you do?	Put together daily media briefs, monitored EU media for clients, carried out stakeholder mapping, sent out event invitations, research
For how long did you do it?	4 - 8 weeks
In which vacation?	Summer
How did you first find out about this opportunity?	College careers service
What did you personally gain from the experience (insights, skills etc.)?	Research skills, how to do stakeholder mapping, better understanding of EU institutions and policy
What were your average weekly earnings?	< £249
How long in advance did you start to arrange this experience?	4-6 months
Do you think this opportunity might be available to other Cambridge students?	The experience was advertised quite informally though a college alumnus but the company does offer other internships on its website
As a result of this experience were you offered anything?	None of the above
If you needed a work permit or special visa, how did you obtain one?	

Vacation Work Feedback (provided December 2018)

Which year of your University course were you in when you arranged it?	Penultimate
Which year did you have this experience?	2018
Do you have any other comments regarding your experience?	

Details of the student who provided this feedback (some students have asked us to omit Raven ID/course details):

Mod & Med Langs Tripos Finalist

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Vacation Work Feedback (provided December 2018)

Name of organisation	Augustine Jewels
What does the organisation do?	They are a jewellery company specialised in bespoke services.
Where were you located?	London
What did you do?	Online marketing, selling in the shop and at events, liaising with workshops, managing production on Excel.
For how long did you do it?	9 - 12 weeks
In which vacation?	Summer
How did you first find out about this opportunity?	Speculative application
What did you personally gain from the experience (insights, skills etc.)?	Management skills (Excel) and marketing.
What were your average weekly earnings?	£250 - £399
How long in advance did you start to arrange this experience?	0-3 months
Do you think this opportunity might be available to other Cambridge students?	It is a very small company. It is worth applying speculatively.
As a result of this experience were you offered anything?	Further vacation experience; Helpful contacts; References
If you needed a work permit or special visa, how did you obtain one?	

Vacation Work Feedback (provided December 2018)

Which year of your University course were you in when you arranged it?	First
Which year did you have this experience?	2018
Do you have any other comments regarding your experience?	

Details of the student who provided this feedback (some students have asked us to omit Raven ID/course details):

English Tripos Penultimate

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Vacation Work Feedback (provided December 2018)

Name of organisation	EF Education First
What does the organisation do?	The world's largest private education company, EF has a range of different divisions offering programmes for language learning and cultural exchange all around the world.
Where were you located?	Hong Kong
What did you do?	I worked in the Marketing department in Hong Kong which is the hub office for the Asia-Pacific region. I spearheaded the launch of a digital marketing project across 8 different Asian markets and worked on a variety of other marketing areas including loyalty programmes, content marketing, social media and SEO.
For how long did you do it?	9 - 12 weeks
In which vacation?	Summer
How did you first find out about this opportunity?	Online searching inc. organisation websites
What did you personally gain from the experience (insights, skills etc.)?	Better understanding of the runnings of an international business and different marketing techniques. I also gained a lot of soft skills, primarily in communication and teamwork, as I was working with colleagues across many different countries which required a lot of flexibility.
What were your average weekly earnings?	£250 - £399
How long in advance did you start to arrange this experience?	7-9 months
Do you think this opportunity might be available to other Cambridge students?	Yes
As a result of this experience were you offered anything?	Helpful contacts;References
If you needed a work permit or special visa, how did you obtain one?	Company sorted out my visa

Vacation Work Feedback (provided December 2018)

Which year of your University course were you in when you arranged it?	Penultimate
Which year did you have this experience?	2018
Do you have any other comments regarding your experience?	I would recommend the EF360 programme as a way to get work experience working at a major international business. I originally applied for the London office but got posted to the Hong Kong office mostly because of my Chinese language skills. EF is non-hier

Details of the student who provided this feedback (some students have asked us to omit Raven ID/course details):

Asian & Middle Eastern Studies Finalist

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Vacation Work Feedback (provided December 2018)

Name of organisation	Gelmetix
What does the organisation do?	Medtech start-up
Where were you located?	London
What did you do?	Helped with company's publicity and communications strategy - varied from contacting investors to launching a strategy for the company's LinkedIn profile
For how long did you do it?	1 - 3 weeks
In which vacation?	Summer
How did you first find out about this opportunity?	Word of mouth/networking - friends, family
What did you personally gain from the experience (insights, skills etc.)?	Insight into strategy work (something id never done before and enjoyed more than expected), plus gained communication and presentation skills via collaboration with company's Head of Strategy
What were your average weekly earnings?	Unpaid
How long in advance did you start to arrange this experience?	0-3 months
Do you think this opportunity might be available to other Cambridge students?	No
As a result of this experience were you offered anything?	References
If you needed a work permit or special visa, how did you obtain one?	

Vacation Work Feedback (provided December 2018)

Which year of your University course were you in when you arranged it?	First
Which year did you have this experience?	2018
Do you have any other comments regarding your experience?	

Details of the student who provided this feedback (some students have asked us to omit Raven ID/course details):

Information withheld.

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Vacation Work Feedback (provided December 2018)

Name of organisation	Instinctif Partners
What does the organisation do?	It's a public relations business consultancy
Where were you located?	Brussels, Belgium
What did you do?	Administrative work, research, event organisation, MEPs contact, bulletin writing
For how long did you do it?	4 - 8 weeks
In which vacation?	Summer
How did you first find out about this opportunity?	Word of mouth/networking - friends, family
What did you personally gain from the experience (insights, skills etc.)?	Insight into the working of the European Parliament, finance research skills, general policy-making knowledge
What were your average weekly earnings?	< £249
How long in advance did you start to arrange this experience?	4-6 months
Do you think this opportunity might be available to other Cambridge students?	Yes
As a result of this experience were you offered anything?	References
If you needed a work permit or special visa, how did you obtain one?	

Vacation Work Feedback (provided December 2018)

Which year of your University course were you in when you arranged it?	Intermediate (2nd of 4 year course)
Which year did you have this experience?	2018
Do you have any other comments regarding your experience?	

Details of the student who provided this feedback (some students have asked us to omit Raven ID/course details):

History of Art Tripos Finalist

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Vacation Work Feedback (provided December 2018)

Name of organisation	Let's Do This
What does the organisation do?	Sports start up, advertises events such as marathons, triathlons etc in an 'Airbnb style' setup.
Where were you located?	London
What did you do?	Many jobs, but mostly excel work. Worked largely around data analysis for advertising.
For how long did you do it?	4 - 8 weeks
In which vacation?	Summer
How did you first find out about this opportunity?	Word of mouth/networking - friends, family
What did you personally gain from the experience (insights, skills etc.)?	Excel skills
What were your average weekly earnings?	Expenses only
How long in advance did you start to arrange this experience?	0-3 months
Do you think this opportunity might be available to other Cambridge students?	As a startup, does not have a structured internship programme
As a result of this experience were you offered anything?	A job offer
If you needed a work permit or special visa, how did you obtain one?	n/a

Vacation Work Feedback (provided December 2018)

Which year of your University course were you in when you arranged it?	Penultimate
Which year did you have this experience?	2018
Do you have any other comments regarding your experience?	

Details of the student who provided this feedback (some students have asked us to omit Raven ID/course details):

Information withheld.

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Vacation Work Feedback (provided December 2018)

Name of organisation	Netpadrino
What does the organisation do?	Online Marketing and Consultancy
Where were you located?	Worked remotely
What did you do?	Online Marketing
For how long did you do it?	4 - 8 weeks
In which vacation?	Summer
How did you first find out about this opportunity?	Schwarzes Brett Wien
What did you personally gain from the experience (insights, skills etc.)?	Conducted market research. Aided with the PR tasks of the company (among others, gathered and organised contact data from hundreds of online publications). Conceived and designed a website. Familiarised myself with the Wordpress Content Management System. Created Search Engine Optimised texts for the internet. Gained knowledge of On-Page SEO (internal links, meta tags) and Off-page SEO (backlinks)
What were your average weekly earnings?	Unpaid
How long in advance did you start to arrange this experience?	0-3 months
Do you think this opportunity might be available to other Cambridge students?	Yes
As a result of this experience were you offered anything?	References
If you needed a work permit or special visa, how did you obtain one?	Not needed

Vacation Work Feedback (provided December 2018)

Which year of your University course were you in when you arranged it?	Intermediate (2nd of 4 year course)
Which year did you have this experience?	2018
Do you have any other comments regarding your experience?	The experience was very enjoyable because of the skills it taught me and the flexible hours and location.

Details of the student who provided this feedback (some students have asked us to omit Raven ID/course details):

Mod & Med Langs Tripos Penultimate

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Vacation Work Feedback (provided December 2018)

Name of organisation	Open Book Publishers
What does the organisation do?	OBP is a social enterprise that publishes academic texts for free online in an open access format and for very low prices in physical copy. They are dedicated to making knowledge and research as accessible as possible for all.
Where were you located?	Cambridge, UK
What did you do?	Because it is a small organisation, I was able to help out in multiple areas. In marketing I worked on finding awards OBP's publishings could be submitted to, I helped the editing department proof-read manuscripts, and used InDesign to format a manuscript after it had been edited, as well as to design a few potential book covers for the author to choose from.
For how long did you do it?	4 - 8 weeks
In which vacation?	Summer
How did you first find out about this opportunity?	The Cambridge Hub internship postings
What did you personally gain from the experience (insights, skills etc.)?	The most important thing this internship taught me was that I genuinely love working on editing books. It's helped me figure out what I might want to do after I graduate, where before I had no idea.
What were your average weekly earnings?	Unpaid
How long in advance did you start to arrange this experience?	4-6 months
Do you think this opportunity might be available to other Cambridge students?	Yes
As a result of this experience were you offered anything?	Helpful contacts;References
If you needed a work permit or special visa, how did you obtain one?	

Vacation Work Feedback (provided December 2018)

Which year of your University course were you in when you arranged it?	Penultimate
Which year did you have this experience?	2018
Do you have any other comments regarding your experience?	

Details of the student who provided this feedback (some students have asked us to omit Raven ID/course details):

Linguistics Tripos Finalist

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Vacation Work Feedback (provided December 2018)

Name of organisation	Papillon Communications
What does the organisation do?	PR and social media management for a range of private clients, including organising publicity events, liaising with press, advising on social media strategy and ghost writing for online publications on behalf of clients
Where were you located?	Walton-on-Trent, Derbyshire
What did you do?	I was a temporary account executive responsible for lobbying the government on behalf of a client. I managed the client's social media, creating posts and engaging with other users; I wrote articles on the client's behalf for publication; I met the client to discuss long-term strategy of the campaign; I wrote statements on current affairs for the client to sign off, and also assisted on other projects such as organising events, writing blog posts, writing press releases, contacting press contacts, and creating progress reports for clients.
For how long did you do it?	4 - 8 weeks
In which vacation?	Summer
How did you first find out about this opportunity?	Word of mouth/networking - friends, family
What did you personally gain from the experience (insights, skills etc.)?	I gained insight into how the PR company and sector operates and developed writing skills for a vast range of purposes from social media to blogs to press releases.
What were your average weekly earnings?	< £249
How long in advance did you start to arrange this experience?	0-3 months
Do you think this opportunity might be available to other Cambridge students?	Only if local to Staffordshire
As a result of this experience were you offered anything?	References

Vacation Work Feedback (provided December 2018)

If you needed a work permit or special visa, how did you obtain one?	
Which year of your University course were you in when you arranged it?	Penultimate
Which year did you have this experience?	2018
Do you have any other comments regarding your experience?	

Details of the student who provided this feedback (some students have asked us to omit Raven ID/course details):

Historical Tripos Penultimate

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Vacation Work Feedback (provided December 2018)

Name of organisation	PIMCO
What does the organisation do?	Asset Management
Where were you located?	London
What did you do?	Marketing role - prepared strategic marketing plans for different regions.
For how long did you do it?	9 - 12 weeks
In which vacation?	Summer
How did you first find out about this opportunity?	Online searching inc. organisation websites
What did you personally gain from the experience (insights, skills etc.)?	Learnt about how a big corporation worked - e.g. how decisions were made. - Gained a clearer idea of what I would want to do in the future
What were your average weekly earnings?	> £400
How long in advance did you start to arrange this experience?	4-6 months
Do you think this opportunity might be available to other Cambridge students?	Yes
As a result of this experience were you offered anything?	A job offer
If you needed a work permit or special visa, how did you obtain one?	

Vacation Work Feedback (provided December 2018)

Which year of your University course were you in when you arranged it?	Penultimate
Which year did you have this experience?	2018
Do you have any other comments regarding your experience?	

Details of the student who provided this feedback (some students have asked us to omit Raven ID/course details):

Management Studies Tripos Finalist

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Vacation Work Feedback (provided December 2018)

Name of organisation	Seven Hills
What does the organisation do?	Marketing
Where were you located?	London
What did you do?	Very little - spent most of the time twiddling my thumbs, the jobs i did do were finding press events and creating spreadsheets of journalist contact details
For how long did you do it?	4 - 8 weeks
In which vacation?	Summer
How did you first find out about this opportunity?	Word of mouth/networking - Cambridge alumni, GradLink, College networks
What did you personally gain from the experience (insights, skills etc.)?	I learnt that this firm was probably not for me, but i did gain some useful skills in dealing with clients on the phone and team members face to face
What were your average weekly earnings?	£250 - £399
How long in advance did you start to arrange this experience?	4-6 months
Do you think this opportunity might be available to other Cambridge students?	Yes
As a result of this experience were you offered anything?	A job offer
If you needed a work permit or special visa, how did you obtain one?	

Vacation Work Feedback (provided December 2018)

Which year of your University course were you in when you arranged it?	Penultimate
Which year did you have this experience?	2018
Do you have any other comments regarding your experience?	

Details of the student who provided this feedback (some students have asked us to omit Raven ID/course details):

Geographical Tripos Finalist

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Vacation Work Feedback (provided December 2018)

Name of organisation	Unilever
What does the organisation do?	FMCG Company, selling brands like Dove, Sure, Persil, Ben and Jerry's and Marmite.
Where were you located?	Leatherhead/ London (the head office is in Leatherhead so I would spend half the week there, and then a couple of days in their London office in Blackfriars). Lived in Wimbledon for the duration of the placement (privately rented).
What did you do?	Part of the sales team I worked in their 'out of home' Ice Cream team. This basically involves selling ice cream to places it would be consumed outside of the home. For example: selling Carte D'or to cinemas. Unilever owns lots of exciting ice cream brands, from premium brands like Ben and Jerrys and Grom, to classics like twisters and solero. Specifically, my job involved running their summer retail projects such as pop up scooping stations in Sainsburys, running samplings in Wholefoods and launching a pop up Ice Cream van for a new exciting brand.
For how long did you do it?	9 - 12 weeks
In which vacation?	Summer
How did you first find out about this opportunity?	Careers Service advertisement
What did you personally gain from the experience (insights, skills etc.)?	Organisation, time-management were key. Also a great experience of working in a large corporation, learning to pitch for budgets and then overseeing managing that budget. Negotiating and persuading are key in any sales role. Also a really great opportunity to develop creative skills: coming up with new exciting ways to sell and market a product.
What were your average weekly earnings?	£250 - £399
How long in advance did you start to arrange this experience?	4-6 months
Do you think this opportunity might be available to other Cambridge students?	Yes
As a result of this experience were you offered anything?	A job offer; Helpful contacts; References

Vacation Work Feedback (provided December 2018)

If you needed a work permit or special visa, how did you obtain one?	
Which year of your University course were you in when you arranged it?	Penultimate
Which year did you have this experience?	2018
Do you have any other comments regarding your experience?	

Details of the student who provided this feedback (some students have asked us to omit Raven ID/course details):

Hum, Soc & Pol Sciences Tripos Finalist

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Vacation Work Feedback (provided December 2018)

Name of organisation	Virgin Racing
What does the organisation do?	They field a Formula E team. The purpose of the organisation is to prepare the team technically (e.g. the engineers who work on the car and train the drivers) and administratively (e.g. press/comms, logistics, events, HR, legal). I worked in the press/comms team.
Where were you located?	Clapham Common, London
What did you do?	I worked in the press/comms team. My two main jobs were: 1) creating a single mailing list by compiling several different press lists from a wide range of sources, and 2) writing up reports for the publicity work in the previous season.
For how long did you do it?	4 - 8 weeks
In which vacation?	Summer
How did you first find out about this opportunity?	Word of mouth/networking - friends, family
What did you personally gain from the experience (insights, skills etc.)?	I gained insight: I am fairly certain I do not want to work in the fields of communications and PR now. I did learn useful skills, like writing corporate reports. I also saw it as an opportunity to further improve my researching skills (writing the publicity reports required extensive research into the area of Formula E and the activities of Virgin Racing). This was also useful for developing commercial awareness.
What were your average weekly earnings?	< £249
How long in advance did you start to arrange this experience?	0-3 months
Do you think this opportunity might be available to other Cambridge students?	The opportunity arose because the company had a surge in pre-season work.
As a result of this experience were you offered anything?	Helpful contacts;References
If you needed a work permit or special visa, how did you obtain one?	n/a

Vacation Work Feedback (provided December 2018)

Which year of your University course were you in when you arranged it?	Penultimate
Which year did you have this experience?	2018
Do you have any other comments regarding your experience?	

Details of the student who provided this feedback (some students have asked us to omit Raven ID/course details):

Historical Tripos Finalist

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