



RAYHAN SHEIK

DIGITAL MARKETING COORDINATOR

Level 3 Digital Marketing Apprenticeship

MY APPRENTICESHIP EXPERIENCE HAS BEEN LIFE CHANGING

Rayhan is 17 and attended Vision West Nottinghamshire College where he studied Level 3 Digital Marketing. He now works as a Digital Marketing Coordinator for his placement employer – Glenair. We caught up with Rayhan to find out more about his apprenticeship experience.

WHAT WAS TAKING AN APPRENTICESHIP LIKE FOR YOU?

My apprenticeship experience has been life changing! I have met so many new people, many of whom are highly experienced in their industries and learned so much. It's been a huge change working in industry compared to my previous full-time study, but I could not be happier.

HOW HAS YOUR APPRENTICESHIP TRAINING HELPED BUILD YOUR SKILLS?

My apprenticeship training has taught me many new skills and lots about the different technologies used within my chosen industry and how to apply them daily.

HOW HAS YOUR APPRENTICESHIP HELPED YOU ADAPT AND GROW?

My apprenticeship has helped me adapt and grow in several important ways. Firstly, it has enabled me to have access to a wide range of digital projects. Secondly it has helped me learn and use new software tools and using them within my day-to-day job. Finally, it has helped me grow my knowledge of marketing and the world of digital projects in general.

WHAT HAVE BEEN THE MAIN BENEFITS FOR YOU PERSONALLY OF AN APPRENTICESHIP?

The main benefits of an apprenticeship in my opinion are the ability to start working your dream job earlier. As clichéd as it may sound, I love my job and I had always hoped of building a career in Marketing before I had even considered applying for an apprenticeship.

WHAT PROGRESSION OPPORTUNITIES DO YOU HAVE NOW BECAUSE OF YOUR APPRENTICESHIP TRAINING?

My apprenticeship has enabled me to get up to speed very quickly and confidently lead internal website development projects, and to aid the co-ordination of events. This has really aided my progression opportunities.

WOULD YOU CONSIDER RECOMMENDING APPRENTICESHIPS TO OTHERS? WHY?

I recommend an apprenticeship to anybody who asks me about them! The main reason as I mentioned previously is getting to work your dream job 'early'. The wage is also a great bonus, alongside all the amazing people you meet and connect with daily.

DO YOU HAVE ANY OTHER ADVICE TO SHARE?

Keep an open mind. Whatever your dreams and aspirations don't rule out taking a less traditional route to get there.