

# Erin McQuitty

## My time at KCC: 2012-2014

I very much enjoyed my time at KCC sixth form! I made friends for life who I still keep in touch with everyday and see very often. One thing I loved about my peers at sixth form was a culture of everyone working hard and wanting to do well, which really helped me push myself to achieve good grades. I always remember how caring my teachers were and how they genuinely wanted us to do well.

## My journey since leaving KCC:

Since leaving KCC, I went on to do a level 3 marketing certification (CIM), SOSTAC planning certification, level 3 award in line management (chartered management institute), degree in business management with marketing at University of Birmingham, mini MBA series through Aston University and lots of training courses internally at Gymshark and through Google digital garage.

## My job is:

I am currently working as a **senior brand research executive at Gymshark**. My role involves delivering actionable insights regarding brand health, consumer story-telling and mentoring.

## I chose this career because:

I am a naturally curious person, so I wanted a job that was centred around finding out more about why people do what they do and how that can help a brand.

## The best thing about my job is:

Working in a collaborative, fast paced but flexible environment with likeminded, creative people! Also that I can work for such a cool brand outside of London!

## My advice is:

Go out and seek every experience you can, even if it's not exactly what you might want to do for the rest of your life. Networking and internships are key to helping you grow and understand what you like and don't like before committing to a full time role. Speak to people, go and have coffee with people in the industry you want to go into, be curious and ask lots of questions. Then when you start work, don't think about it as just the role, look at the culture of a business, look for places to work that align with your values just as much as you align with theirs. Get involved in extra curricular things now to help in the future!



KCC Alumni