



## Student Case Study – Calypso Jackson, Urbania Sales Lab

“I feel that I have left my placement an entirely different person, it was transformational.”

### Calypso Jackson- BA (Hons) Business Management with Marketing

#### Can you tell us about the placement opportunity you were involved in?

I was taken on as the only person in the marketing department in a Barcelona-based property development project. This role involved collaboration with teams across Spain and internationally, receiving guidance and enriching my experience through diverse perspectives. Regular mentorship calls and ongoing dialogue with the project's sales director were instrumental in guiding my focus on key objectives: lead generation and maintaining a strong brand image.

#### Can you tell us more about what your role entailed?

In my role I oversaw the entire marketing department of the real estate development project. I kept an organised portfolio of all the marketing communications ensuring advanced social media planning, regular budget reviews, and weekly analytics insights via Google Analytics 4 and Lookerstudio. I consistently optimised online advertisement investments to ensure the most effective campaigns were enhanced focusing on number of leads or quality of leads. I took pictures and edited videos for social media content, organised and ordered new apartment renders, designed advertisements using Adobe Illustrator and organised both offline campaigns such as a bus campaign and a flyer handout across villages surrounding Barcelona, and online campaigns such as Google Ads, Instagram Ads, Facebook Ads, and the different variations of each (remarketing campaigns, lead generation, maximum performance etc). This comprehensive approach was aimed at maximising lead generation and sales tour bookings.

#### What key skills did your placement teach you?

The top skill I was taught was management without a doubt. However, aside from task-management and time-management, I learned good communication skills and developed my confidence in a professional environment and in a marketing world. I also discovered that marketing and business management is the direction that I want to go follow in life, the placement drove my passion for both. I learned practical skills such as Adobe Illustrator and Adobe Photoshop, I also learned how to manage unhappy clients on social media as well as happy ones. I communicated with clients to do video testimonials. I learned the importance of regularly checking in with myself and creating objectives for myself and that objectives are what drive me forward.

#### What were your highlights and key successes of your time on placement?

My highlights included a company paid trip to London as I asked my employer if we could travel together to the Lead Generation World London exhibition. The sales director from Barcelona, the marketing director in Malaga, and I, went to London for three days to listen to different speakers talk about lead generation which was the main objective at the company. Furthermore, a personal milestone was designing and executing a bus campaign in Barcelona, a project that taught me design skills and project management firsthand. Seeing the bus in person driving through one of the main streets in Barcelona was one of the coolest experiences for me as it was the first big task I had completed myself from initiation to execution. Another key success during my placement was when I brought in a potential client through a festival where our company had a stand, the lead turned into a sale and I received commission for having brought them in. Finally, my main accomplishment was finishing the placement with an employee status in which I was referred to as an executive at the company. I continued working at the company online, allowing me to continue contributing to the company while balancing university commitments.



## Student Case Study – Calypso Jackson, Urbania Sales Lab

“Edinburgh Napier University equipped me with foundational knowledge in key areas, enabling a seamless transition into my placement.”

**Calypso Jackson- BA (Hons) Business Management with Marketing**

### Did you face any challenges during your time on placement?

Navigating my responsibilities independently was a significant challenge, magnified by my initial lack of experience. The way I overcame this was communication. I had to stop being too shy to ask and I decided I would proactively seek guidance from my boss by messaging him whenever I needed to because that was the only way to learn and to avoid mistakes. I told my boss that I would do this and asked if it was okay, he explained that I was an intern and that I had to ask questions to learn and to do things correctly. With this established early in my placement, it meant that I always felt supported. A memorable learning moment was mistakenly using an incorrect phone number in a social media post, a situation I rectified promptly and transparently with the sales director, reinforcing the importance of communication, accountability, and adaptability in professional settings.

### How do you feel that your studies at Edinburgh Napier University prepare you for this placement?

Managing university assignments and classes prepared me for the time management skills needed to excel in a business environment, as well as the need to stay focused and disciplined.

### Do you think your experience(s) from the placement affected your future career plans or last year of university?

The placement experience significantly influenced my career trajectory and threw me in the right direction for my future career. I have now left the company with a great understanding of marketing in real estate at what was described as an executive level, and I have been told I have the door open for me to rejoin the company after university. I left as I wanted to take these last few months of university and focus completely on my dissertation, but the organisation has told me that whether it is in the Barcelona project, or another project, I am welcome back to come and work for them in the future. Meanwhile, I've launched a marketing agency, securing my first client, and aim to expand my portfolio before completing university.

### Would you recommend doing a placement to others?

I would wholeheartedly recommend undertaking a placement in university. It is the perfect opportunity to get a real-world exposure to the subject that you are studying, in a professional environment, as well as networking opportunities, and early career reputation building. This experience can pave the way for future employment, providing a competitive edge, valuable references, and practical experience for your CV.

### What advice would you give to someone considering doing a placement at university?

I would say that you should do monthly check ins with your employer to ask them if they have any insights on your progress and any advice on your strengths and weaknesses. I would also say that you should check in with yourself and use this reflection to build monthly objectives with clear steps on how you can achieve them. I would also say that you should keep an eye out for what you like and dislike in your placement as this can help guide you decide which direction you want to take in life, I for example learned that I love managing but I don't particularly like design-work, even though I enjoyed learning the basics of how to do it.