



Student Case Study Stella Hosier – Always be Content - Edinburgh

“A great day was when I was asked to extend my internship throughout the summer months, as this really showed I was making a positive contribution to the team and succeeding in my role!”

Stella Hosier – BA (Hons) Business Management with Entrepreneurship

Please tell us a bit about yourself.

I am originally from Ireland, but I have previously lived in Mauritius and London before moving to Scotland! My hobbies include yoga, hiking, travel and sustainable fashion. I'm naturally quite a shy person but my experience on placement last year really helped me to build up my self-confidence and made me super excited for what the future holds after I graduate in the summer.

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

My placement was an internship with Always Be Content, an Edinburgh-based creative agency specialising in Digital Marketing, activation and customer experience. My role included research, analytics and project management. I was involved in conducting and presenting project research to clients, reporting on paid media across Meta, Google Ads and TikTok using Google Analytics and writing blogs for the company website. I also got the chance to manage some creative projects across print and digital, for clients including Scottish Water and UK Power Networks. Beyond these accountabilities, my role was incredibly versatile and also had opportunities to get involved with film production, social media support and event planning.

What key skills did your placement teach you?

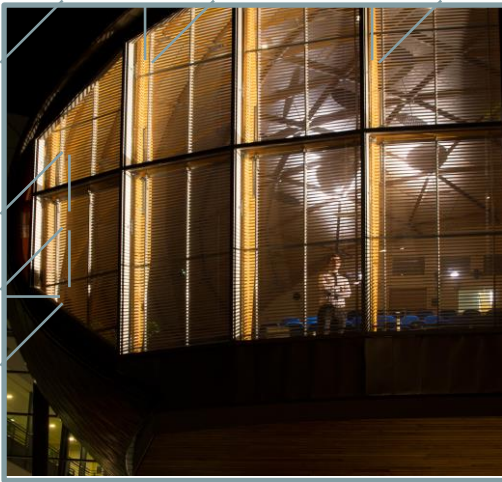
Being trusted to manage some projects while on placement really helped me to refine my skills in this area, including project planning, communication, presentation and client management. By taking charge of the development of project and timing plans and liaising between clients and the creative team, I gained so much confidence in my ability to ensure outputs were delivered on time and to specification. I also got the chance to develop some of my technical skills by building proficiency in platforms including Asana and Google Analytics. I also really enjoyed the research aspect of my role, which involved things like analysing sets of survey data to extrapolate insights on a target audience, carrying out competitor audits and even searching for influencers to promote various campaigns.

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

I had the chance to work as a runner on a couple of campaign shoots, which were a lot of fun, and it was so interesting to see how these things come together behind the scenes. I also attended the Marketing Society STAR Awards in Glasgow, a great event which showcases some of the amazing work produced by the Scottish marketing industry. Another highlight was the opportunity to help plan and organise some fundraising events for Edinburgh Business Beats Cancer, including a pop-up shopping event at the Raeburn Hotel in Stockbridge and a sponsored hike through the Seven Hills of Edinburgh.

In terms of my successes, my first client presentation felt like a really big achievement, as it was well received and I was proud of the contribution I had made to that particular project in terms of research. I was also thrilled to contribute a couple of blogs to the company website, as this gave me the chance to experiment with a personal style of content writing that was new to me.

CONTACT US: nbsplacements@napier.ac.uk



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“A year previously, I would never have dreamed of giving a presentation, so I think it really shows how far I have come!”

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Did you face any challenges during your time on placement?

I have always struggled with anxiety around presenting and public speaking, but having persevered and made several successful presentations in front of clients and colleagues throughout my placement, I realise that it was only my anxiety which was holding me back as opposed to an inherent lack of skills or ability. I would now feel a lot more confident speaking with clients, and I find myself excited, rather than anxious, about making presentations in the future. I even signed up to speak at the placement launch event last September, where I spoke about my experiences on placement in front of a lecture theatre full of students.

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

I feel like my degree gave me a good foundational knowledge of core business disciplines, while giving me space to develop my research, analysis and writing skills allowing me to approach projects with curiosity and critical thinking to evaluate and draw conclusions from various data sources. My time at university also helped me to improve soft skills, like effective communication, time management and teamwork, which were major assets to me throughout my placement.

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Do you think your experiences from the placement affected your future career plans or last year of university?

After gaining first-hand experience in a dynamic and fast-paced agency environment, I loved how no two days were ever the same at my placement, so I would definitely be keen to continue working in the industry after I graduate. I think my experiences on placement have also motivated me to succeed in my last year of university, as I felt a real sense of achievement after completing the placement. I now feel a lot more confident about my future prospects and more prepared to enter a professional working environment post-graduation.

Would you recommend doing a placement to others?

I really feel that doing a placement was one of the greatest opportunities of my life, so I would 100% encourage others to do one. New experiences can be intimidating at times for some of us, but facing them head on and persevering can be incredibly rewarding.

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

I would advise anyone considering doing a placement to engage with the process as much as possible - both before and during your placement. At Edinburgh Napier, the placement team are always there to help you and they can provide a lot of resources and support to assist with your CV, cover letter and interview skills. And once you find your placement, just be confident, be yourself and have enjoy it!