



Hello, I'm **Sally Leroy** Bilingual brand and communications manager

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MY JOB DESCRIPTION

I am a bilingual Brand and Communications Manager specialising in Digital and Content Marketing. I have a passion for London, the living arts, cinema and music.

10 TIPS ON HOW TO FOLLOW IN MY FOOTSTEPS

1. Be kind to people and be kind to yourself.
2. It's fine to say you do not know something.
3. Ask questions, even the ones you think are 'stupid' (spoiler: they're not).
4. Aim high, don't listen to people that say you'll never get there (spoiler: you will).
5. Many of us get an impostor syndrome and it's ok - reach out for a mentor or a career coach to help you get past it.
6. Data is everything when it comes to marketing. So, take the time to plan and research before getting into a project, no matter how little it may be.
7. Wear your personality and be yourself, but learn to adapt when necessary.
8. Have the will to learn constantly and be uncomfortable, you can only get better.
9. If you're looking to gain more experience, volunteer for a charity, help a friend or mentor another student.
10. Get yourself a planner to keep track of what you do and what you've achieved.