



Tomorrow People
Digital Marketing Agency



Shannon Greaney, a final year English student, secured a 12 month graduate role at Tomorrow People, a marketing agency based in Birmingham. We spoke to her about how she secured the role, what she is learning and how it is all kick-starting her career.

What she said

I am currently interning at Tomorrow People, based in Digbeth, Birmingham. On a day-to-day basis, I am responsible for proofreading the work of our writers and making any amendments to their work if the client sees fit. I am responsible for finding and contacting freelance copywriters for our clients. Other daily activities include creating my own copy, in the form of emails, surveys, scripts and landing pages.

During my time at university I was a social media marketing intern for a start-up company. It was during this role that I realised I wanted to pursue a career path in marketing. Working with Tomorrow People allows me to gain incredible insight into the world of inbound marketing, while maintaining a strong level of creativity. There's a lot to learn but it's a really good mix between marketing and creativity.

I saw this role on the CAL Careers Facebook page.

I engage a lot with the CAL and university Facebook and Twitter feeds as the information is so instantaneous.

Coming from four years working in a coffee shop, I have learnt that working in an office, with a larger team and more independence is a very different working lifestyle. It was quite a big change but I feel like I have dealt with it well.

Professionally, I have learnt a large amount in a short space of time. Inbound marketing is really interesting.

I think that this role has helped a lot with my future career prospects. At the moment, I hope to stay on at Tomorrow People. If I'm unable to do this, I intend to look for a role as a Junior Copywriter or perhaps branch out to social media marketing a bit more.

Tomorrow People is a Birmingham-based inbound marketing agency.

Tomorrow People builds a powerful online presences for businesses and organisations across all industries.

They create effective marketing in terms of content, copy and design for large companies such as Three Mobile.

For more information, please visit their website

www.tomorrow-people.com

