

# MEET HOLLY KELLAWAY

# NUTRITIONALS

# MARKETING

# APPRENTICE

## AT BAYER UK

*I enjoy having creative freedom and the responsibility to own projects from start to finish.*



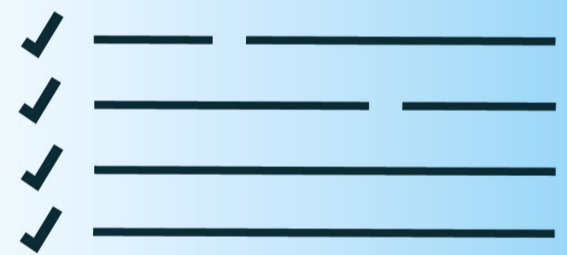
*I create product campaigns, support the creation of social assets for Instagram, TikTok and Facebook, and work with influencers.*

**BEING A GOOD COMMUNICATOR IS ESSENTIAL.**



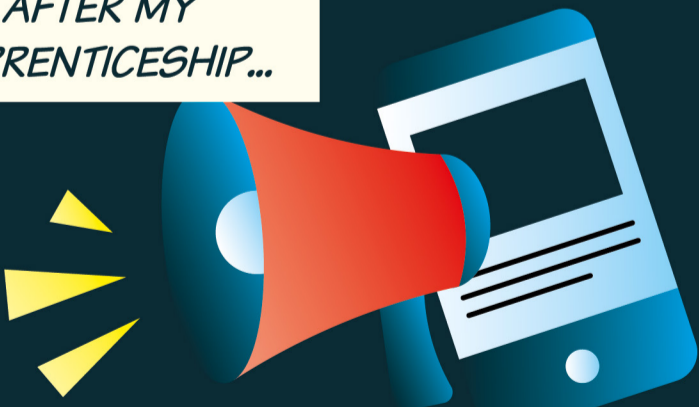
*In marketing you have to work with agencies and influencers and be able to clearly explain how you want things to look or be completed.*

**TIME MANAGEMENT IS IMPORTANT.**



*There is never just one campaign live at any time so I have to manage all the campaigns and prioritise tasks to completion.*

**AFTER MY APPRENTICESHIP...**



*...I plan to move into a permanent role within Bayer and continue to work in or around the marketing team.*

**HOW HOLLY GOT HERE.**

**A LEVELS IN BUSINESS,  
PSYCHOLOGY  
AND GEOGRAPHY**

**BUSINESS ADMINISTRATION  
APPRENTICESHIP  
AT BAYER UK**

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