

Participant details	
First name	Dylan
Last name	Farrugia
Erasmus+ Mobility details	
Organisation name	Urban MBA
Mobility dates	31.07.17 – 06.10.17
Place of Mobility	London, UK

Dylan’s Testimonial:

"The aim of this mobility was to assist with content creation (including press releases, blogs, tweets and video creation), to attend networking evenings, conferences or meet-ups, to deliver content through websites, LinkedIn, Xing, Twitter, Instagram and other appropriate media channels, to research data using internal and external resources, to learn about the company’s products and services by communicating effectively with other team members and all related administration and marketing duties.

The main outcomes were that I gained a significant insight in the chosen field, working alongside highly skilled and dedicated staff. I also gained experience as a Marketing & Admin Assistant and overseen how a professional company runs on a day to day basis.

This experience has taught me a lot about the Marketing industry and I feel much more prepared to enter the industry. I have learnt a great deal about digital marketing, such as trend marketing, using content tailored to your target audience to improve exposure and about the importance of ensuring that all this is visually appealing. A substantial part of my job involved using different social media accounts to promote the company and keep its followers updated on what is trending.

I have also enjoyed this experience since it gave me the opportunity to perform a range of different tasks such as conducting interviews, directing videos, and working alongside web and graphic designers to create promotional content. I feel this has helped me to develop my skills and prepare myself for an actual career in marketing."

