



Niamh Smyth

Digital Marketing
Executive

Introduce yourself. Where do you work? What is your job role?

My name is Niamh Smyth, and I work for Bassetts as a Digital Marketing Executive within our Marketing Team.

What does your job entail?

In the world of marketing, no two days are the same - that's why I love it. From creating content in beautiful bathroom showrooms to visiting customer homes and being on-site with plumbers, you'll find me just about anywhere to create captivating content for our social media audience. I also spend a lot of time writing copy for our website, online ads, blogs, and email marketing. While much of my role is online, it's great to be involved in the events part of our business, where I have an opportunity to be part of a physical concept and idea.

How did you get into this line of work?

When I was in school, I always had a love for business and saw the impact social media was having at that time. When looking at university courses, I was first and foremost trying to find a course that would lead me to a job that was varied and wouldn't have me stuck in one place all day, every day. I went to university to study marketing with the intention of working in digital. I feel lucky that I love my job and have a passion for marketing - it's so well-suited to my personality, allowing me to be creative and continually change and evolve.

Outline your career to date

Throughout my time in university, I worked for a few companies on a freelance basis to manage their social media accounts. When I graduated in 2018, I worked for a manufacturing company as a B2B Marketing Assistant and was later promoted to Marketing Executive. After two years working there, I was ready for a change and worked for an exhibition company as their Digital Marketing Executive. However, due to COVID-19 lockdowns, this business was extremely quiet due to no events or exhibitions. Throughout the lockdowns, I was looking for something to focus on and get me up in the morning, so I worked as a special needs classroom assistant in a local college and began freelancing again. That's how I came to work for Bassetts - I freelanced for them as an SEO (Search Engine Optimisation) specialist before working for them now permanently as a Digital Marketing Executive.

Tell us about your qualifications and training

9 GCSE's & 3 A-Levels
BSc Hons Degree in Marketing with Professional Practice
The Fundamentals of Digital Marketing | Google Digital Garage

What qualities are required for your job – personal and professional?

Communication, project management, creativity, innovation, adaptability, collaboration organisation, integrity.

What is the best advice you have ever received?

Listen to your gut, it will never steer you wrong.

What do you like to do in your spare time?

In my free time, I love spending time with my friends and family. Usually, we go for coffee or lunch somewhere dog friendly so I can bring my cockapoo, Mylo.

Tell us an interesting fact about yourself?

When I was 16, I raised £5,000 to travel to India to sing and raise money for much-needed charities. The following year, I travelled to Kenya with the same charity - it was an experience of a lifetime!

Who has inspired you most in your life?

My mum has always been a huge inspiration to me. She always manages to find the perfect balance and offers the best advice.

What advice would you give your 16-year-old self?

Always be your authentic self.