



Digital Accelerator

Case Study | George |



George completed our Digital Accelerator course and has now secured a job working for a digital marketing agency called 'Growth By Design'. We spoke to him about his experience..

What made you apply for the Digital Accelerator course?

'I'd been trying to get a job in the digital marketing industry since I graduated from BIMM in 2014. In January 2017, an employer lied to me about a job vacancy he had. It ended up being a sales role rather than digital marketing. I was very unhappy and my wife just happened to discover your course on Eventbrite.

What did you hope to gain from doing the course?

By doing the course, I hoped to build my confidence and potentially gain some contacts in the creative industry at the same time. I had been toying with the idea of doing a Masters in Digital Marketing at the University of Brighton, so I considered the Digital Accelerator to be a stepping-stone towards that goal.

How did the Digital Accelerator course help you secure your job?

The Digital Accelerator course helped me craft a truly fantastic CV that I'm very proud of. I created my own design from scratch. The CV really helped my job applications get further, plus the boost in confidence helped me get into the correct mindset for job interviews. The skills that I learnt on InDesign and Illustrator were also contributing factors.

What would you say to someone who is interested in doing the course?

It's a really great course to build a strong foundation in several different pieces of software. Plus, at the end of it, you get a really great looking CV.

What are your long term plans for the future?

My long-term plans are to eventually work for a large digital marketing agency. Specifically, iCrossing. I think they have really great ethics and I'm very much aware of all the amazing awards they have. It would be a really great place to learn more and truly thrive. I don't think the world has seen my best work, yet!

If you had to sum up your Digital Accelerator experience in one sentence, what would it be?

A truly life-changing experience.