



## Chloe Evans Business Development Graduate

### What has been your career journey so far?

I've worked in retail, hospitality, and other businesses since I left school. In my final year of university, I got a Project Management Placement Student job with Northumbrian Water. I learnt how to assess a project's risks and possibilities, update and manage crucial documentation like a Business Impact Assessment, and organise meetings with key stakeholders. I returned to The Fragrance Shop after graduation to develop my communication and teamwork abilities, eventually becoming an Assistant Manager. To make the most of my talents from university and my time with Northumbrian Water, I applied for the position of Business Development Graduate at Ipsum.

### How are you finding the graduate programme so far?

Being a graduate at Ipsum is a tremendously enjoyable experience. Every day is unique and entertaining, with much to do. Because I work in a variety of areas, including commercial and marketing, I am able to broaden my knowledge and engage with people from all backgrounds. Already, as a Business Development Graduate, I have a wide range of useful talents. I've only been at Ipsum a short period of time, yet I immediately feel at ease. The people are friendly and helpful. There's always work to do, and it's enjoyable. I look forward to going to work everyday!

### What does your role involve?

My role encompasses numerous aspects of business development, including conducting market research and competitor analysis, identifying new opportunities to help our business grow, assisting in the management of our Key Account Plans, assisting in the management of our social media content, and liaising with clients.



### What is your favourite part of the job?

My favourite part of the job is being able to contribute to something, seeing the end product, and knowing that it has helped to better the company in some way or another. Take, for example, pre-qualification questionnaires. I help fill in sections of the PQQ, which will then be sent to another company in order to bid for a contract for work that they have produced. It is very surreal to see your words being used for such an important reason, and it's amazing to know that they are being used to help grow and develop the business that you are in. It's great to know that I've made a difference.

### Would you recommend Ipsum?

I would absolutely recommend Ipsum! Every day I learn something new, make new friends, and advance my professional career in an ever expanding business.