



## MEMBER STORIES

**Franky Sequeria**

**Marketing Executive**

**Clarion Events**

### **Day to day life**

A day in marketing is never the same, which is why I love it! Usually I start my day running through my emails and organising my tasks, which can sometimes be difficult with so many different priorities when working across 3 shows.

My days always differ as my morning may be spent creating deliverables for our press partners or writing solus emails to go out to our partner's data – ever changing priorities makes no day the same. Currently I have been spending my mornings getting creative on Canva putting together website banners, print adverts and social media content for our Home & Gift show coming up in July. Then in the afternoon I may be looking through survey data or writing editorial pieces for our partners – my day always varies which is what keeps it interesting!

The constant change of priorities can be difficult but it's always rewarding. Plus, the fast pace of my day means I never get bored and there's always something new to try, learn and explore as marketing offers endless possibilities for growth.

### **Secret to success**

I think the secret to success is...well I think I'm still trying to figure it out. However, I believe that old fashioned hard work always pays off and perseverance will always get you through. Pulling together as a team is so important as well especially onsite when there is so much going on, pitching in and getting stuff done is always a group effort!

## What gets you out of bed in the morning?

My passion for our shows. Having come from a predominantly retail background I really enjoy being back in a role which caters to the retail industry with our show visitors ranging from small retailers to department stores to designers – there is so much related knowledge and experience that I have been able to bring to this role from my time on the sales floor. Also, I love our brands and their products, plus the mix of designs and styles in our shows allows for endless creative opportunities. The constant exploration which marketing offers allows you to try so many new things and dive deeper and deeper in to your audiences needs and wants.



Clarion Events team

## How would you describe yourself?

I would describe myself as a go-getter as I believe in making opportunities for yourself, you have to put yourself out there even if it gets you in trouble sometimes. Before I joined Clarion I was stuck in the cycle of 'no-experience-couldn't-get-a-job-to-get-experience' so I turned my side hustle into my way of gaining marketing experience. I approached my Pilates business from a marketing stand point creating a marketing strategy and plan along with making exciting social media content to build on my skills and understand of the different platforms used across the industry. This helped me gain valuable experience that I could add to my CV and application when applying for my initial Marketing Assistant role with Clarion and it helped hugely!

## Outside of work

Alongside my full time role I also teach Pilates, it can be tricky to juggle the 2 but being organized and on top of everything really helps. Exercise has always been a big part of my life as I grew up dancing and then went on to get my degree in Dance and Performance – not Marketing related at all! – so making sure I stay active is incredibly important. Plus, the mental health benefits of exercising after a busy day in the office are invaluable, so I highly recommend going to the gym or an exercise class after work, it's a great way to unwind.

## Five words to describe why I love the industry

Comradery (teamwork really does make the dream work), excitement, innovation, fun and fast-paced.