

**Name:** Tristanne Silva, 4<sup>th</sup> Year BBA Marketing

**Placement Partner Organisation:**  
Enterprise Ireland

### **Job Description:**

Supporting the Construction, Cleantech and Consumer Retail Department by working on projects and events, and preparing marketing collateral and briefing material for Sector clients for a number of uses by sectoral and global teams



### **What I Did:**

**Start Date:** 12<sup>th</sup> June 2017

**End date:** 31<sup>st</sup> May 2018

- Project Managed numerous internal and external events for Enterprise Ireland such as: Showcase Ireland, Retail Excellence Ireland's Retail Retreat, UXDX Conference etc.
- Assisted and represented EI at external events. Eg. The National Ploughing Championships
- Organised meetings for my department and attended client meetings.
- Organised Inward Buyer Visits with EI client companies.
- Created and prepared marketing collateral for sectoral and global teams.
- Collected and updated client information on EI internal databases and EI's corporate website.

### **Learning Outcomes:**

Some skills I learned and exercised during my placement:

- Organizational – With many projects and miscellaneous daily tasks to be done, any upcoming priorities, the workload and numerous meetings had to be organized between my team and a broader team
- Time management - Had to meet deadlines for projects as well as prioritizing my daily priorities.
- Leadership and decision-making – When project managing events, it was important that I led the team and communicated with them at all times, sharing our progress and informing them of new or upcoming deadlines.

Thanks to my placement I was able to experience different business roles and sectors, and now have a better preference of what area of work I would like to pursue a career in.

I was also able to exercise the theories I learned from my 1<sup>st</sup> and 2<sup>nd</sup> year modules.

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