

# MOLLY EXLEY-KIDD

## Digital Engagement Apprentice

at **WM**  
WAVEMAKER  
MEDIA. CONTENT. TECHNOLOGY.

### What's your favourite part of your job?

I love how varied my day-to-day job can be! One day I might be working in a studio helping to capture content for social media, another day I could be visiting media owners like Snapchat or BuzzFeed and other times we'll be brainstorming in a meeting room, munching on the endless snacks that seem to float around the office.

### What's been the highlight of your apprenticeship?

I've had the opportunity to work on such diverse campaigns – I absolutely loved working at music festivals in the summer. It was great to capture content at such exciting events. The people I've had the opportunity to work with have also been a definite highlight of the apprenticeship scheme. I've learnt a great deal from my colleagues and I consider myself very lucky to work with such a wonderful team of people!

### What would you say to someone considering a Creative Pioneers 2 apprenticeship?

Go for it! Experiencing the industry first hand is one of the best ways to learn. There are lots of opportunities available for apprentices and it's wonderful to feel yourself learning and progressing throughout the scheme.

### What's it like working with Creative Pioneers as an apprentice?

The whole apprenticeship scheme has been great! I've been supported through learning about all the different parts of content production – editing, shooting, pitching ideas, budgeting, planning and more. By the end of the scheme I was confident in my job role and couldn't believe how much I had progressed!

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