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CREATIVE & SOCIAL APPRENTICE AT **group^m**

What's the favourite part of your job?

This is a hard question to answer, because the list is endless! For me, one of the things I love the most is the fact that everything I have created myself from the offset has been valued and has made a difference from day one.

I remember the feeling when my first digital creative went live on our large screens: seeing so many people look at work I had produced in the early days of my apprenticeship was a great feeling.

What's been the highlight of your apprenticeship?

Throughout my apprenticeship, I've been given projects that are solely owned by myself, from the initial idea generation and conception, to the finished product being uploaded, published or printed.

Creative-wise, I feel my opinion has always been valued and important in conversations we've had, either as a full team or just the creative team.

What would you say to someone considering an apprenticeship?

Go for it. If you have found a role that involves what you enjoy then apply, what have you got to lose?

Why did you choose an apprenticeship with Creative Pioneers²?

I could never have foreseen myself being in this position a year ago. With the experience I have had here at GroupM and the projects I have undertaken, to the knowledge I have gained with Creative Pioneers², I feel equipped to go to the next level in creative projects and can't wait to see what comes next!

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