

Student Profile – Loretta Omari- Asor – Nottingham Trent University



Over 10-years since my first taste of working life as a young freelance journalist with Children's Express UK, I have learnt and experienced the value of hard work and the rewards it can bring.

As a highly self-motivated and enterprising young adult, I believe that there are many motivating and creative prospects well suited for dedicated and like-minded young people. I have been fully inspired to taking advantage of opportunities both in University and outside of my academics, and have enjoyed several summer vacations gaining invaluable working experiences within organisations such as PRCo, the British Fashion Council, Saatchi and Saatchi and Paul Smith Ltd.

My degree in Business Marketing at the Nottingham Trent University has developed my interest in commercial strategic planning and market research. Having gained strong theoretical understanding and application of key marketing concepts, over the course of my degree I have also enjoyed the challenge of applying robust analysis to business related issues.

I have experienced first-hand through my academic learning and work experiences that the Business and Marketing professions now require a more analytical approach; encouraging novel strategic thinking in order to sustain long term business growth.

Like many soon-to-be graduates, I am driven to achieve my optimum working potential and have learnt never to settle for mediocrity and strive to be the very best I can be. I am pleased that following my experience at this year's FLUX Business Challenge to have secured my desired role as Marketing Executive with the UK's leading global information services organisation; an admirable feat even before sitting my final year exams.

I have learnt that it is always important to have an ultimate goal guided by smaller, achievable targets that will make you realise you're on that journey. Commitment to my own goals and ambitions has afforded me a variety of choice in my future and with it career opportunities and success seem ever more achievable.