Trustmarque Solutions – a Term-Time Marketing and Copywriting Internship

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3rd year English in Education student Adrian Horan had the exciting opportunity to work with Trustmarque Solutions – a York-based company supplying technology services.

Adrian’s role:
Adrian worked with the vibrant Marketing team, creating engaging website content for the company and translating specialised technical information into non-technical blogs. He interviewed customers and both internal and external stakeholders, gaining a feel for the company and the fast-paced Marketing sector whilst enjoying the excitement of working with talented colleagues.

Trustmarque were impressed with the standard of work and the benefits a University of York intern can bring and Mark Boorman, Adrian’s supervisor, said “Reliable and enthusiastic, Adrian quickly grasped complex technology issues to write effective online and offline content in support of the company’s Marketing activities. I am sure he will make his mark in any Marketing-related or writing post-graduation”.

How the internship helped Adrian:
Adrian said “I wanted to do something that could grant me some essential work experience for my future career path. My chief role was to write up effective and engaging ‘copy’, which took the form of blog pieces. I relished the opportunity to not only write more, but also to write about topics related to technology; an industry I really care about. This was something Trustmarque really supported me in.

I highly recommend both Trustmarque and the Student Internship Bureau for the links they continue to make between students and the wider working world.”

ABOUT SIB RECRUITMENT
All employers are given the opportunity to interview a shortlist of applicants, ensuring that the right intern is selected by the business itself. In their applications students are asked to outline what makes them a suitable candidate for the internship, and why they are interested in working for the company. To find out more visit www.york.ac.uk/careers (for students) or www.york.ac.uk/employers (for employers).