**Reflection on field research Worksheet**

Please complete the **Reflection on field research** worksheet and include in the Portfolio section of your ePortfolio)

**Option (a)**

Date of interview: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Option (a) or (b):**

Name of person you interviewed/listened to:

Fabienne Wintle\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Position: CEO

Organisation: Untanglemyweb

**For Option (a) only**, please provide the following contact details for your interviewee.

Ph:

Email address:

**Workplace Reflection**

|  |
| --- |
| I have listened to the interview with Fabienne Wintle who works as the CEO at Untanglemyweb. Untanglemyweb is a small company based in Brisbane that focuses on helping businesses to improve their online marketing presence, including tasks like new website, improve content on current website and using the web to managing their contacts better. The four main things I learnt from listening to Wintle was: the varying tasks of a CEO, how important internships are, developing skills not taught at University and work experience.  In the interview, Wintle explained how each day is unique. I gained insight in to how the responsibilities and tasks change day to day. It could include everything from educating others in how to use social media like Facebook better, traveling, holding workshops in web presence, improve websites and help developing new products. She also emphasized how important it is to manage IT and computers since you use computers in almost all kind of marketing jobs. My understanding of how big the marketing area is and how different the tasks can be have significantly improved. It also made me realize how wide the industry is and that a marketing student can find employment in nearly all companies.  Wintle also emphasized the importance of internships. Applying theory in the real world and being surrounded by the people in the business to get contacts can be a great asset to someone entering the indusry. It also offers an opportunity to develop skills not taught at University. Learning how to apply theories in real world is necessary for a developing career. That could include how to take notes and learning how to be logical. For me, the most meaningful learning includes my exchange abroad here in Australia. Being a student from Sweden, without knowing anyone demands a lot of courage. I have learned so much more about myself, but also how to communicate in another language, networking with random people et cetera.  Lastly she highlights the value of work experience. To get an insight but also to develop skills relevant for that industry. After four years working at Gant as a sales person I have developed skills that I could not have learned in school and these skills will be essential to me as a learner in the future.  After listening to this interview, in addition to other interviews, I have gained a lot of insight in what I can do to better position myself for post graduate employment. Firstly, I am taking a course in Retail Marketing so I will get better insight if retail is something I want to work with, but also to learn the fundamentals of retail marketing. Secondly, I need more work experience. This summer I will work both for Gant, but also for Åhus Beach in Sweden, where I will be Store Manager for the shop. My tasks will include everything from sales to merchandise to marketing the store and assortment on social media. Lastly I will put effort in developing my network. I will attend different networking events, and I will keep on networking in the clubs I have joined at Griffith University. By following these three steps I believe that my opportunities for graduate employment will increase.  **Reference**  Wintle, F. (2018, May 3). CEO, Untanglemyweb. (Griffith University Interviewer). Retrieved from https://bblearn.griffith.edu.au/bbcswebdav/pid-3444391-dt-content-rid-1439789\_1/courses/1001EHR\_3141\_GC/Workplace%20interviews%20-%20Audio%20and%20photos/fabienne%20wintle.mp3 |
|  |