

**Name:** Colin Carrigan – 4<sup>TH</sup> Year BBA of Marketing Student

**Placement Partner Organisation:**

Allianz Plc.



**Job Description:**

Worked with the Digital Distribution & Transformation team in Allianz as a Digital Marketing Executive.

**What I Did:**

**Start Date:** 4<sup>th</sup> August 2017

**End date:** 17<sup>th</sup> August 2018

During my placement my main duties were: Managing B2C and B2B websites for Allianz ROI and NI, content creation, On and Off page SEO, social media management, PR, Analytics and Reporting of main KPI's, Managing digital assets and assisting the roll out of new brand guidelines on all digital platforms.

I also got to work on some really cool digital projects such as the 'Allianz Smart Protection' IOT offering and the 'Allianz Safe Driver App' a telematics product for young drivers and much more!

**Learning Outcomes:**

- Industry experience, Digital Marketing, SEO, Email Marketing, PR, Social Media, Content Creation, Data Analytics, PPC advertising.
- Opportunity to upskill in: Google Marketing platforms (AdWords and GA), HubSpot Email Marketing and Inbound Marketing and Programmatic Advertising.
- Attended events such as Google Talks, Dublin TechSummit, Learn Inbound and DMX Dublin and all things Allianz!
- My placement was directly related to my course in BBS Marketing and I could relate the majority of my daily tasks to the theory learned over the first two years of my course.

**Contact:** Placement Office [placement@mu.ie](mailto:placement@mu.ie)