

FROM CRIMINOLOGY TO CREATIVITY: ZAHRA'S APPRENTICESHIP JOURNEY AT NEP



When Zahra first started studying criminology at university, she didn't expect her career to be in marketing. But with a strong foundation in evaluation, statistics, and analysis, combined with her previous experience in social media management, she found herself drawn to a field that could blend both analytical thinking and creative problem-solving and marketing was the perfect fit. Joining NEP gave her the opportunity to take on an apprenticeship, developing her skills in a real business environment while contributing to meaningful projects.

"Marketing is the ideal balance of strategy, problem-solving, and creativity, which is why a career in it really appealed to me. At NEP, I have been able to learn, experiment, and apply my skills directly to projects that make a difference, rather than just in a classroom."

Making an Impact

For Zahra, the most exciting part of her apprenticeship course has been seeing what she is learning relate to her work and make a real difference. From creating engaging LinkedIn content and working on branding materials, to playing a key role in planning and organising events, such as the NEP Annual Conference, she loves knowing her contributions help raise awareness and improve engagement. One area that has particularly interested her is website management, where she has taken ownership and applied what she has learnt independently, knowing that even the smallest changes can have a big impact on performance and user experience.

"I've really enjoyed working on the NEP website and learning how to improve functionality, performance, and engagement. It's been a great way to challenge myself and see the direct impact of my work in a professional and creative environment."

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Balancing Learning and Work

Managing both work responsibilities and apprenticeship studies can be a challenge, but Zahra has found that effective planning and on-the-job learning are key to staying on top of everything.

"A lot of day-to-day tasks directly apply to what I'm learning on the course, which makes it easier to take in and see in practice. Plus, I have an amazing team at NEP who support me and help me manage both aspects smoothly."

Looking to the Future

As she continues her career at NEP, Zahra is eager to take on more responsibilities and further develop her skills. One area she's particularly excited about is website design and management, with the upcoming website refresh providing the perfect opportunity to put her learning into practice.

"The refresh is a fantastic opportunity to enhance NEP's digital presence and improve the overall user experience as well as performance. I can't wait to apply what I have learnt and challenge myself."

Growing with NEP

Zahra's journey at NEP has been about more than just developing her marketing skills – it's been about personal and professional growth. Coming from a different academic background, she's been able to merge her analytical skills from criminology with her creativity in marketing. Along the way, she has gained invaluable experience in branding, stakeholder engagement, and event planning, as well as expanding her knowledge of NEP's solutions and the wider industry.

"Working at NEP has given me the chance to develop both creatively and professionally. The experience and support I've had here have really helped me build confidence and broaden my skill set."

With a bright future ahead, Zahra's career journey is a great example of how taking on an apprenticeship can open unexpected but exciting career opportunities.