

# Instilling a newfound sense of confidence in digital marketing...

*My* Apprenticeship Journey

Hear from one of our incredible learners from Foray Motor Group who has experienced the journey firsthand.

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Amy found herself unexpectedly drawn to the digital marketing apprenticeship at Foray, a career path she hadn't previously considered. Intrigued by the potential for personal and professional development, she decided to take a chance. This leap of faith proved to be incredibly rewarding, reshaping her views on education and career advancement. Today, Amy wholeheartedly advocates for apprenticeships, recognising their value in providing practical, hands-on experience often missing in traditional education.

While Naomi wasn't Amy's original tutor, her steadfast support was a constant throughout the apprenticeship journey. Naomi's approachability and willingness to offer guidance, whether through email or quick phone calls, proved invaluable. Beyond clarifying complex concepts, Naomi nurtured Amy's curiosity and ambition, guiding her through the nuances of digital marketing with patience and expertise.



**Amy Lewis**  
Level 3 Digital Marketer Apprentice

Despite initial uncertainties, Amy came to enjoy the learning process inherent in the apprenticeship. Each day brought new challenges and opportunities for growth, fueling her passion for digital marketing and expanding her skill set. From mastering social media analytics to crafting compelling content strategies, Amy embraced every aspect of the digital landscape with enthusiasm and determination.

Reflecting on her journey, Amy is amazed at the personal and professional growth she has experienced. Naomi's mentorship played a pivotal role in shaping Amy's understanding of the industry, instilling in her a deep sense of confidence and resilience. Armed with newfound skills and a renewed sense of purpose, Amy looks forward to leveraging her apprenticeship experience to forge a successful career in the dynamic world of digital marketing.

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Curious to learn more about our apprenticeship programme?

**Email:** [profservices@learningcurvegroup.co.uk](mailto:profservices@learningcurvegroup.co.uk)

**Visit:** [www.learningcurvegroup.co.uk](http://www.learningcurvegroup.co.uk)

