



Ann-Marie Keighley
Marketing Manager,
Schofield Sweeney

Background Information

Sectors worked in and routes taken.	
Hospitality	<p>Whilst at college I worked part time in restaurants, take-aways even an Ice-cream kiosk.</p> <p>At university I worked part time as a waitress at a hotel, helping out on the bar and at functions. Once I graduated, I was offered a promotion to food and beverage manager. This meant long shifts and a lot of responsibility, but I really enjoyed it. I was then promoted to Assistant Hotel Manager. Again, a very stressful and challenging role, but one that gave me a broad range of experiences from time and people management through to customer service and problem solving. I did this role for 2 years.</p>
Financial	<p>I moved to Leeds and found a temporary job as a receptionist whilst I looked for a permanent role. The company was a private equity firm, providing investment to businesses looking to grow and develop.</p> <p>In addition to my reception role I was asked to help out with some HR and Marketing administration from time to time. The contract was only for 3 months and at the end I was asked to stay on to assist further with the marketing. I ended up staying with the company 10 years. During that time I completed a qualification in marketing, became a member of the Chartered Institute of Marketing and took on the position of marketing administrator before being promoted to marketing manager.</p>
Legal	<p>I was made redundant from my previous role and came across my current position, marketing manager at Schofield Sweeney, a law firm. I have worked here for 7 years now, I look after the firm's communications, brand, website, social media, events and internal communications as well as the firm's CSR activity. It is a very busy and varied role at a successful and growing law firm with plenty of opportunities to develop make a difference.</p>

What I would like to get involved in (Please tick)

Bradford Community Champions



Inspirational Talk	Visits to my place of work Yes	Mentoring / Coaching young people Yes	Other (please state)