



Jennifer Brown, Marketing Executive

Joined Heart Internet: 2010

Could you give a bit of background information about yourself?

After graduating from the University of Nottingham in 2008 with a BA in English, I wanted a job where I could spend my time writing. After a couple of years doing entry-level graduate jobs elsewhere, I applied for a role at Heart Internet.

Unlike my previous jobs, I quickly found that there was a lot of flexibility to pursue what I was interested in, and I was encouraged to start and manage my own projects as well. In my time at Heart Internet I've had a lot of opportunities and experiences ranging from planning and establishing social media channels to attending awards ceremonies.

What are your main responsibilities at Heart Internet?

I'm responsible for Heart Internet's organic search engine rankings and social media channels (which covers active management of Facebook, Twitter, Google+ and Pinterest). I also work on ideas for marketing campaigns, manage various marketing projects, write for and manage the blog, and create website copy.

What do you enjoy most about your job?

The variety in the work that I do – with plenty of different things on the go, I never get bored. The freedom of being able to run with ideas and experiment is also a big plus.

Is there anything in particular you are proud of at your time at Heart Internet?

One of my favourite projects is the Website of the Month contest, which was an idea I worked on with the Development team and continue to manage throughout the year. It's very popular with customers and helps a lot of small businesses get more exposure for free.

How would you describe the culture at Heart Internet?

It's very warm and friendly with plenty of light-hearted banter. One of the best things about working at Heart Internet is that everyone gets on so well; it makes everyday tasks easier and more enjoyable. There's a level of respect across the board that you don't see at many companies.

How would you describe Heart Internet in three words?

Friendly, efficient, forward-thinking.

