

Student Success

2023 – 2024

Celebrating
Marketing
Students

University of
Hertfordshire **UH**

Hertfordshire
Business School

Celebrating our Student Success Winners 2023 – 2024

Each year, we encourage our students to develop both academically and professionally in preparation for their future success, supporting them to become:

Professionally focused, globally minded, sustainability driven, digitally capable and confident, inclusive and collaborative, and evidence based and ethical.

Our aspiration for our graduates is to develop the knowledge, skills, and attributes to equip them for life and enhance their employability in a complex and rapidly changing world. This booklet brings together several of our award schemes and student achievements:

- **Success Awards** – recognise individual achievement at first and second year, based on students' development against the six University Graduate Attributes listed above.
- **Placement Successes** – showcase the professional work experience students gain from undertaking a year in industry alongside their degree.
- **Dean's Awards** – recognise the transformational achievements of students who have completed and graduated during the academic year.
- **Rising Stars** – are awarded to graduates from each degree programme and recognise outstanding achievement, contribution, and performance during the academic year.

Congratulations to all our winners in this booklet!

Finally, thank you to our Business Advisory members and Employer Partners for amazing opportunities that open up life-changing experiences and connections.

Read and be inspired.

**Hertfordshire Business School
Future Success Team**

Welcome to Marketing

Let's talk about success—real success, not just the “I passed my exams” kind. At Hertfordshire Marketing, we create storytellers, innovators, and future industry leaders. Every success in this booklet reflects what makes our Marketing students extraordinary: ambition, connection, and real-world impact.

From excelling in their studies to securing internships and placements with global brands and dynamic SMEs, our students have proven what's possible through hard work and opportunity. Their journeys showcase not just academic excellence, but their ability to think strategically, connect with people, and lead in a fast-changing industry. I hope you enjoy these inspiring stories of success and the bright futures they represent!

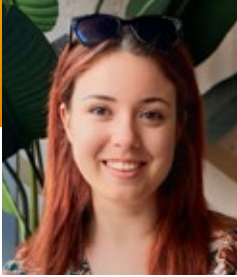
Hajnalka Handler
Head of Department (Marketing)

At Hertfordshire Marketing, we inspire and empower the next generation of marketers. With a team of academics from over 20 countries, we deliver a truly international perspective to teaching, learning, and preparing students to excel in a global, digital-first world.

Practical experience is at the core of our course. Our extensive links with local & global industry partners gives students hands-on experience and starts building their professional skills and networks from day one.

This approach delivers results. Our graduates thrive at renowned organisations like L’Oreal, Bosch, Disney, House of Commons, Microsoft and IMB, shaping impactful campaigns around the world.





Chloe Smith

Careers and
Employment Assistant,
University of
Hertfordshire

BA (Hons) Business
and Marketing

University of
Hertfordshire **UH**

“During my placement at the University of Hertfordshire, in their Careers and Employment Team, I have enhanced so many transferable skills. I have been trusted with huge project work from the Management Team and increased my skills in administration, marketing, data analysis, copywriting and so much more. One of my biggest takeaways has been how my connections through collaborations across the university have grown massively!”

Success Awards

Professionally focused



Sunny Hassan

BA (Hons) Advertising
and Digital Marketing
Level 4

Inclusive and collaborative



Andrew Julien Bremner

BA (Hons) Advertising
and Digital Marketing
Level 4

Evidence based and ethical



Raghav Vijay

BA (Hons) Marketing
Level 4

Evidence based and ethical



Brianna Bryan

BA (Hons) Business and Marketing
Level 4

Success Awards

**Professionally focused
Inclusive and collaborative**



Tri Virgianty Graha Putri

BA (Hons) Advertising and Digital
Marketing
Level 5

**Professionally focused
Globally minded**



Farirai Tafadzwa Musoni

BA (Hons) Advertising and Digital
Marketing
Level 5

**Professionally focused
Globally minded
Sustainability driven**



Rhiana Amelia Stephens Ball

BA (Hons) Business and
Marketing
Level 5

**Professionally focused
Digitally capable and confident
Inclusive and collaborative
Globally minded**



Hamna Uppal

MSc Strategic Marketing with Digital
Media Management (Sandwich)
PG



Lemar Prah

School Administration
Officer, University of
Hertfordshire
BA (Hons) Marketing

University of
Hertfordshire **UH**

During my Placement in the University of Hertfordshire's School of Physics, Engineering & Computer Science Department (SPECS), I had the opportunity to work alongside the Administration and Social Media Marketing team to create and manage the SPECS social media pages, as well as being tasked with helping the team organise various files, flow charts, and event calendars.

Additionally, I also played a role in marketing the new SPECTRA building on social media platforms and assisting in designing draft posters. Overall, I have enjoyed my experience in this role as it has really developed my communication, organisation, creative problem-solving, and adaptability skills. I look forward to developing my skills and experience, furthering my future career path!



Faheem Younas

Finance Officer,
Metro Homecare Ltd
MSc Strategic Marketing
with Global Business
Development

I have gained huge professional experience whilst undertaking my placement as a Finance Officer at Metro Homecare Ltd, gaining expertise in financial statements, budgeting, and forecasting. This placement deepened my industry knowledge and refined my communication and time management skills. With my proactive approach I have built a social and professional network which is indeed a long-term investment.

Rising Star Award 2023

Thomas George Mernagh

BA (Hons) (SW/YAB) Marketing
and Advertising

Alumni



Eiman Babar Kiyani

MSc Management with Digital
Marketing

Alumni



Victor Chukuemeka James

BA (Hons) Business and Marketing
Alumni

**Carolina Goncalves Batalha
Sequeira Simoes**

BA (Hons) (SW/YAB) Marketing
with Digital Communication
Alumni

Syed Jarar Haider Naqvi

MSc Strategic Marketing with
Global Business Development
Alumni

Abigail Hope Layzell

BA (Hons) Advertising and
Digital Marketing
Alumni



Dean's Awards

Transformation through a Sandwich Degree (UG) Award 2023

in association with Hay Events



Kerry Dunne

BA (Hons) (SW/YAB) Marketing and Advertising
Alumni

Transformation through a Sandwich Degree (UG) Award 2023

in association with Hay Events



Daniel James Groom

BA (Hons) (SW/YAB) Marketing and Advertising
Alumni

Transformation through a Client Project (UG) Award 2023

in association with Hertfordshire Chamber of Commerce



Benjamin William Pinnock

BA (Hons) Advertising and Digital Marketing
Alumni

Business School Resilience Award 2023

in association with Clock Ltd



Sultan Aiden Moneye Odukoya

BA (Hons) Marketing with Digital Communications
Alumni

Sustainable Business Practice Award 2023

in association with Kanoppi



Muhammad Osama Siddiqui

MSc Management with Digital Marketing
Alumni

PhD Student of the Year Award 2023

Fahima Rubayet Alam

PhD Marketing
Alumni



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