

## **Niamh Gaughan** – Marketing Executive, Cornmarket

### **What do you enjoy about working in Cornmarket?**

The people, the variety of work...and the challenge 😊

We are constantly trying new things and coming up with new ideas to make the most impact and generate new business for our products. For me, I really like seeing the value of the campaigns which I work on and seeing these campaigns come full circle.

At Cornmarket, my ideas count! I develop my own campaigns for my products, and work with senior leaders, external agencies and designers to get them over the line.

### **What does your typical day look like?**

Every day is different in Cornmarket!

I work on new business campaigns for Life products, so I have lots of variety in my day. I could be working on a digital campaign for Life Insurance one minute and then preparing materials for launching a new product the next.

### **What are you most looking forward to in the year ahead in Cornmarket?**

This is an exciting time to be part of the marketing team in Cornmarket. We have launched our new brand and are launching our new website this year.

For the year ahead, we have some really exciting campaigns planned and I am looking forward to seeing how these perform.

At the moment I am busy preparing for Budget 2019 for our Tax Return Service... watch this space!

