

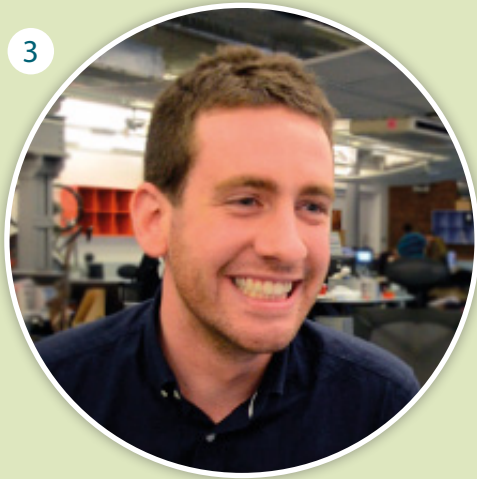
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# Stereotypes: Job profiles

## 1 Jennifer Waitress



Jennifer visited her disability employment adviser to find out what she could do to build up her CV.

Her adviser suggested applying for SDS Individual Learning Account funding. She got £200 which she put towards a food hygiene qualification at her local college. Jennifer's new qualification helped her get a job at a café where she helps with food preparation, washing dishes, taking orders from customers and serving food.

She's hoping to use ILA funding again to do some first aid training and add more skills to her CV.

## 2 Jeremiah Games Designer



Jeremiah Alexander started playing games when he was 10. When he was 13, he moved onto making his own games.

After school, he studied Games Programming at uni. When he left he didn't want to work for a big company so he set up his own business, which lets him choose projects he's interested in. The company works on a huge variety of things, from mobile games to apps and web-based programmes.

*'I think the trick to it all is just to find something that you're really passionate about,'* Jeremiah says.

## 3 Mark Social Media Expert



Mark studied business and management at Glasgow Caledonian University, and worked in marketing before starting his current role as an insight executive at social media agency Yomego.

His job involves monitoring things like Twitter, Instagram and Facebook to see what's being said about the brands he works with.

*'Initially, I worked in marketing, but really got into social media and ran a few successful campaigns in my last company,'* he says. *'I came to Yomego as an intern and really had to prove myself.'*

## 4 Silka Marketing Manager



Silka Patel, Marketing Manager for Cisco, tells us why choosing IT has ticked the career and lifestyle boxes.

*'The great news is that women have as much opportunity in the thriving technology industry as men. The sector provides flexible career opportunities so it is ideally suited for anyone – a man or a woman with a family or responsibilities outside of work.'*

## 5 Andy Personal Trainer



Are you dreaming of a job that doesn't see you sitting behind a desk from 9 to 5, or a job that allows you to enjoy the good old Scottish summer?

Andy Forrest did, so he made it happen by becoming a personal trainer. His lifestyle choice has pros and cons you'll need to weigh-up to turn your dream into reality.

In true personal trainer fashion he says, *'The advice I'd give to someone looking to work outside 9 to 5 working hours is go for it!'*



6 **David**  
Senior Staff Nurse



David looks after stroke rehabilitation patients, leading a team which works with them towards recovery.

After school, he went straight to work and was a chemist for more than 20 years. After being made redundant, he decided to change career completely. He got a job as an auxiliary nurse while studying for his nursing degree.

*'What I love and what makes my job worthwhile is seeing patients who come in virtually immobile, and they walk out,' says David. 'It's not paid the best, but the quality of life, and the satisfaction that you get, can't be beat.'*

7 **Harveen**  
Molecular Biologist



Harveen graduated in 2006 and started working at life sciences company Ingenza. She says she got into the industry at a lower level than other people with a masters degree might, but this has let her work her way up.

*'It definitely helped me grow as a person, and made me appreciate the level of work that's required at technician level to support the whole company,' she says, 'I wouldn't do anything differently.'*

Now, she works in the molecular biology department, carrying out experiments in the lab but also dealing with customers. *'It's definitely important to have enthusiasm for a job like this,'* she adds.

8 **Aimee**  
Fashion Tutor



Aimee studied textiles at art school. While she was there, she did a fashion project with school pupils - and that experience helped her to get her job at Impact Arts.

The Eco Chic fashion programme is for young people who need help building their skills to get into work, college or uni and Aimee helps out as a fashion tutor.

*'You have to be self-motivated and have good organisational skills because you're having to think on your feet a lot and constantly come up with new ideas, and think of new exciting things,'* she says.

9 **Alison**  
Trainee Engineer



Alison is training to be an engineer with BT. She is learning how to maintain phonelines, connect new ones and make sure there are no faults.

She had at first gone to University but soon realised it wasn't for her. *'Sitting in a classroom wasn't for me - I'd rather be out doing things,'* she says. *'I think my parents were disappointed when I left, but they're still happy with what I did.'*


She's hoping to work her way up the ladder at BT. *'There are so many other things that you can do within the company,'* she adds.

10 **Michelle**  
Hairdresser



Ever fancied yourself as the next Andrew Barton, stylist to the UK's biggest stars? That's where a Modern Apprenticeship in Hairdressing could lead.

*'I get to take what you learn in college on the Monday and use it all week at work. When I'm in the salon I've got a bit more confidence, and I know what I'm talking about,'* says Michelle.



## Stereotypes: Job titles

Marketing Manager

Personal Trainer

Trainee Engineer

Waitress/Waiter

Senior Staff Nurse

Social Media Expert

Fashion Tutor

Hairdresser

Molecular Biologist

Games Designer