



## *Matt King, 2019*

### **What Career are you in, and what sort of things does this entail?**

I graduated from a University in Florida studying Business Management and Marketing. I am a social media manager and have worked for Gym King, American Golf and am now about to start a role at The Couture Club. I market the company's messages on social media channels and create content. I also manage all the influencer and celebrity relationships so have had the opportunity to play golf, interview and build relationships with the likes of Niall Horan, Robbie Keane, Lando Norris, Judy Murray, Mike Tindall etc.

I also run a couple of my own businesses on the sides which I am looking to take full time by the end of 2023.

### **What inspired you to go into your chosen career?**

Malbank gave me the opportunity to realise that there are so many options 'in the real world'. Whether that is working for yourself, being successful in what you enjoy and having the confidence to reach out to people for work. The support at Malbank and relationships with the teachers helped me realise that anything is a possibility and helped me follow my passion.

### **What advice would you give to anyone interested in working in your career area?**

Just go for it! If you enjoy something, follow it and take every opportunity given to you.

### **What do you know now, that you wish you'd known when you were leaving Malbank?**

There are so many options available. You don't have to know what you want to be, you just need to continue doing what you enjoy. If you enjoy football, you can have a career in it even if you're not good enough to play professionally. I've also learnt that being creative isn't just having the ability to draw. Creativity can simply be having one or two ideas that come to your mind.

***If you would like to get in touch with Matt to find out more about careers like this, please contact Mr Batty in the Sixth Form Office, or via Teams***