Hi! I'm Aadam, I'm a Senior Associate at Merkle. I work in the Paid Search Department as a Solutions Specialist. I support delivery teams with some of the more technical data manipulation, visualisation and automation pieces.

I first started at Merkle in 2017 as a graduate-entry PPC Account Manager. Fresh out of a Pharmacology degree, I was in the challenging position that a lot of graduates find themselves in: eager to get started with my career but unsure about the best way to go about it. I knew that I wanted to be in London and that the role was going to involve data. I began searching and found… an avalanche of jobs. I reset and refined down on the type of company that I was searching for. I didn't want a corporate 9-5, but also wasn't in a position to take on big risks. I wanted the opportunity to progress quickly, but realised the importance of being part of a friendly and progressive culture. After completing the interview process, I had no doubt that Merkle ticked all these boxes.

Any concerns I had about my lack of experience in marketing were assuaged by the pace at which we learnt in the first six months. The Academy training program strikes a great balance between getting early hands-on experience and learning from industry leaders (your lovely colleagues!). In your early days here you'll support on a huge breadth of clients, getting involved with everything from the technical nitty gritty of running campaigns to the creative copy writing process. This allows you to rapidly gain expertise and confidence in the run up to taking on your own clients.

In the two years that I've been at the company there have been some big shifts in how we do things. The introduction of hotdesking, moving to more flexible hours, and the vital increase in peanut butter ordered are just a few examples that come to mind. The common factor in all of the decisions made here is transparency. It's something that a lot of companies will talk about but rarely embrace to the same degree as Merkle. The leadership direct a substantial amount of energy into gathering opinions and providing solutions. Everybody has an equal voice and equal opportunity to participate. The result is an environment where people are empowered to drive change and foster a sense of belonging.

One of the things I value most about working at Merkle is the investment the company is willing to put in to you from the off. Throughout your time here there's a huge emphasis on self-learning and development. Something that stood out to me from the beginning was the access we have to some incredible speakers and talks, covering anything from industry updates to inspirational stories.

Everybody is actively encouraged to take time out to be inquisitive, follow tangents and learn new skills. I've personally felt the benefit of this in my own journey. I first got involved in the more technical aspects of PPC through our in-house JavaScript training program. This prompted me to take on more complex reporting and automation in my existing roles, which led to new platforms and languages. In proactively upskilling, I was awarded the Solutions Specialism, opening the door to new opportunities and projects. I'm now working towards a role in a break off team which will specialise in data harmonisation and insight-led storytelling.

If this sounds like something you'd like to be a part of, we'd love to hear from you!