

## Eve Cale



Eve studied Psychology at Exeter University graduating with a 2:1. Her module choices focused on advertising and buying behaviours as she found this very interesting.

### 1997-2000 Education

Finding that first job was hard but eventually Eve took a temp role in the Marketing team at *Nationwide Building Society*. She was soon taken on as a permanent Marketing Communications Assistant. One of her key achievements was setting up an intranet based marketing display guide for the branches.

### 2001 First Job

Eve took over her manager's role (as a Marketing Manager) while she was on maternity leave with responsibility for in-branch marketing displays.

### 2003-2004

Eve loves keeping fit and found time in 2010 to do the 26 mile 'Moon Walk' raising money for breast cancer!

### 2010 Keeping fit

She then made a move from marketing to advertising working with external agencies placing advertising about Nationwide products and services. As an Advertising Manager, Eve was involved with many award winning projects. Working during the height of the credit crunch meant it was important for her department to reassure the public about Nationwide's solid position.

### 2005-2010

Eve later took a role in Brand Marketing ensuring that the public know about Nationwide and their products and services using TV, radio, print and the internet to get the message out.

### 2010

After six months she was offered the chance to temporarily move to another role as an Account Manager in Nationwide's internal ad agency, managing a team of two. This is a move she has really enjoyed crediting her success to her organisational and people management skills.

### Today

