



ABOUT ME

My name is Megan.

I used to go to Headlands and now I work with Twitter, Nike, Instagram and Spotify.

ABOUT MY JOB

I am a research manager.

I work in London with some of the biggest names in the game – Nike, Spotify, Instagram, Twitter and Channel 4 to name a few – using behavioural science to analyse consumer behaviour and decision-making processes to help brands overcome obstacles and forecast. We basically tell brands what's working and what's not, what to do and not to do to.

The best part of my job is the versatility, I get to work with loads of fun clients and a super fun group of people, I get to travel all over the world and meet all kinds of people, no two days are the same.

There's nothing more rewarding than seeing brands plan strategies based on your recommendations.

SCHOOL RESULTS

I left Headlands Sixth Form in 2012 with grades A, B and B at A-Level.

FAVOURITE MEMORIES

My friendship group - I used to mess around 90% of the time but when it got to year 11 through to sixth form I started to knuckle down and found the balance between fun and work.

Big shout out to Mrs Finn and Miss Patrick for being very stern with me and making me realise how rewarding putting effort in is

WHAT I DID NEXT

I did a degree in psychology at Nottingham Trent University then a social and cyber psychology Masters

MY ADVICE TO STUDENTS

Revise. Honestly if you do anything, revise. Find which revision method works best for you and put in the hours – you'll be amazed by what you can achieve.

It'll also make you feel so proud of yourself which will motivate you to continuously push yourself.