

Automotive Marketing Careers



Name: Gina Sheehan

Current Job: Automotive Retailer Marketing Manager

Company: Volvo Cars UK



[PROFILE](#)

What first attracted you to working in the automotive industry?

I have always had a keen interest in cars and everything automotive. I even chose drifting as the topic of my dissertation. I knew that I wanted to be passionate about the industry that I worked in – so automotive was certainly the right choice for me. I was also drawn in because it is an industry that doesn't stagnate; the products and marketing trends are always evolving and I would always be at the forefront of technology and exciting innovation.

What was your first job in the automotive industry?

My first role was at a dealership group in Cork, Ireland, where I'm originally from. I started off as a marketing intern in 2014 and I worked with a variety of brands there including BMW, Mini, Renault and Nissan. That role exposed me to a wide range of marketing channels: social media; sales events; product launches such as the BMW i8, product placement, websites, and more. The key was speaking with each dealership about their brand, and their business needs each month. I can truly say that role gave me a fantastic foundation for the rest of my career.

What do you most enjoy about your current job and working in the automotive industry?

In my current role as Retailer Marketing Manager for Volvo Cars UK, I get to shape what the retailer marketing service for Volvo retailers looks like. That could be the online portal for their marketing planners, the digital channels that we offer to advertise on, or how we communicate with each other. I find that incredibly rewarding, motivating, and of course challenging.

One thing I also love is how this always comes back to where I began. I cannot make positive change without speaking to the different businesses. Working with them one-on-one means that you can really shape the programme, to ensure that you have a positive impact on their local marketing, and overall business success.

What has been most useful to you in helping you progress your career?

I do believe education is important and I feel very privileged to have had the opportunity to attend university. Day to day however, I think it really comes down to relationship building and organisational skills. These are hands down (in my opinion) the two key skills that you need to succeed in progressing your career – in any industry.

You need to have confident interpersonal skills, which of course, comes with practice and experience. Being able to create a relationship with senior stakeholders, colleagues, agencies, retailers, and anyone else that you cross paths with will take you far. The trust and respect that comes with these relationships is invaluable.

Being organised may sound obvious, but by being organised in everything you do, you ensure a solid basis from which to build projects, plan events, deliver strategies, and everything in between. Having these in your toolkit will help you stand out from the crowd, and propel you forward in your career.

What advice would you give to someone who wants to pursue a marketing career in the automotive industry?

Have the confidence to back yourself and challenge the status quo to make positive change. That's a key piece of advice that I would give to anyone starting out in the automotive industry. This is even more true for females working in a still male-dominated industry. Although products and marketing are always moving forward, the attitudes in the industry can be outdated. You need to challenge these, in a constructive way. You'll then pave the way for success professionally and personally.

Final words

I have been in this industry for 10 years now. Progressing through roles from a marketing intern in Ireland for a dealership, to a retailer marketing consultant for an agency, to a global marketing manager at Rolls-Royce, and now shaping a retailer marketing service at Volvo Cars UK. It has been a roller-coaster of change and challenges, but I can say with certainty that I do love my career and everything that comes with it.



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