

Cito Kijk- en luistertoets Engels

Transcript bij audiofragment oefendeel globaal luisteren (havo)

Hi Komal, could you introduce yourself please?

Hi my name is Komal, I am twenty-nine years old. I work at MVF and that's a digital marketing company. I've worked there for three and almost four years. And I actually have a food and travel blog and I post basically recipes, lots of cake but also other things and I also post travel kind of diaries. And lots of photos along the way. And naturally that transpired into kind of posting it on Instagram, almost as a kind of marketing spree, if you will, which is showing it to my friends.

So have you always been into baking?

I started baking maybe 5 years ago and I initially just starting doing it for the fun of it, I didn't do anything more than that, I just baked and then, you know, just took it to work and I kind of, got rid of it, 'cause I couldn't have it in the house. And gradually people started asking me for recipes and I was like, oh, I am getting tired of kind of like telling everyone individual recipes so I just found a communal place to kind of share it, so I started sharing it online.

And what about ambitions? What do you want to achieve with this blog?

If it turned into kind of an influencer platform or if it turned into something bigger, including sponsorship, I'd be very open to that, but at its current stage it's just more of a hobby. And I haven't really thought about it in those terms too much because I kind of just enjoyed doing it, so it's, if it happened organically, great, if it doesn't, so be it, because I am enjoying the ride. It's really nice to see the numbers grow, so initially only like a couple of hundred people would view it, a month, and now, you know, it's kind of over the years it's gone up to a couple of thousand. So it's quite nice to see that I'm doing the right things. It's been a learning opportunity for me as well because initially I used to take pictures on my phone and a few years ago my camera wasn't the best. Ehm and then along the way I realised that actually people find the recipes quite often through searching Google and actually clicking the images tab. And on the images tab you need a good photo basically, people eat with their eyes, and... So I bought a camera and I've slowly been teaching myself photography. And that's... it's nice to kind of acquire new skills along the way.

And do you yourself follow other bakers or cooks?

I naturally seem to gravitate towards scrolling through various social media looking at pictures of food, so there's quite a few people that also do similar things and yeah there is quite a few random people out there that take really good photos which I have kind of seen and I am just like oh that's a great photo, and I think you know I wish I could be... you know I wish I could take better pictures like them. So I have lots of different people that I kind of follow and watch their journey. And it's interesting because not only have I seen my photography and my journey kind of improve along the way, but I have also seen other people's, so it's kind of nice to, I guess, whilst I don't talk to them and they're not my friends, it's kind of nice to see the evolution alongside other people. It isn't too much of a community, I am not in touch with anyone, I am just like, secretly following along.

Okay, so is it just Instagram that you're active on or do you use other social media as well?

Yes I am active on some other social media, I have got a Facebook page, I have got a Twitter page. I guess, with the Twitter it's kind of my personal page and I use it to just randomly plug my blog whenever I have got a new post up. But I also share other things on there like things I come across which I find interesting. I've got a Facebook page dedicated towards the photos and the recipes.

Are you at all concerned about privacy issues?

There's a lot of concern about sharing information, I think Facebook has received quite a lot of bad press in recent months and recent years, and I think it's probably wise to be a little bit cautious about what you do share. Having said that, I do work in digital marketing so I do, I use some of that data. But from what we see, on the digital marketing end, everything is anonymised so you might have attributes that you can target people on. You could target, say for example, age ranges or genders or people are interested in particular things. But we never see individual's personal information. We just see: these are people that would be interested in cake, for example, and you can then pick: okay I want to target males of this age group or something like that and you can say that I want them to like cake. You could target people like that.

So is that how a company like MVF operates?

So at MVF we do some of that but recently I have been thinking about stepping away from marketing, cause I have kind of, I feel like I have gained what I wanted to gain from marketing and I kind of want a new challenge. And recently I have been trying to pursue a role that doesn't actually exist at MVF. But hopefully I am working, I am working on trying making it a thing. So that role is kind of people analytics. Along the way, I have been made a manager and I have managed occasionally large teams up to four or eight to ten people and that's been a lot of fun and I've really enjoyed that and I really enjoy figuring out what makes people tick and then using that and helping them to kind of be their best self. I guess in many ways people have a teacher that they remember from school that really kind of brought out their potential and I aspire to be a manager in that way to kind of bring out their potential and be the manager they remember over their career as well. And I really like data and I really like handling data. I really like analysing things, I quite like sitting on Excel, I know that's a bit of a geeky thing, which I quite enjoy, sitting there, figuring out formulas and working with the numbers. So I want to kind of combine those two to make a people analytics role. So I guess, I guess the people analytics role would basically be me working on the data that we collect on people. And that might be, from one to one, that might be like absence records, it might be progression and it might be like leavers' data. I think we collect lots of different things on lots of different platforms. So I guess what the idea would be that you'd look at the data, you'd find the trends, figure out where the questions lie and then go hold projects and things like that to kind of uncover what the cause could be and what the solution could be. I think it's an up and coming role. It's not a job in many places but there are a handful out there.

Has your career developed in the way that you expected when you were younger?

Growing up, I always thought it is best to specialize and figure out one good thing that you like to do and one thing that you really want to pursue, but actually it is important to have many different skills and many different interests. Sometimes there's not one right job or one right career for you and actually jumping around and learning along the way is a better attitude because in this day and age you're expected to kind of jump in and pick up tasks which may no longer, which may not be on your job description but actually it is really beneficial to be able to know how to code or to pick up the phone and pick up. and do some sales for a day. And it gives you a whole rounded experience and it makes you more employable.