



marketing seafood not so fishy

By SUZANNE SCHMIDT

WORKING at a fast food seafood outlet was a great training ground for Rebecca Holthuisen . . . a place where she could learn about the different types of seafood as well as customer service.

This foot in the door helped Miss Holthuisen get her current job, as the sales and marketing representative at Ingham Road Seafood — a position she began at the end of last year.

"I already had seafood and retail experience, so I guess that helped me get the job," she said.

"I started off mostly on the counter and quickly worked my way up."

Daily responsibilities include visiting existing wholesale customers and seeking new potential customers, as well as handling in-store advertising such as theme days, website marketing and chalk board specials. To improve her knowledge and skills,

Ms Holthuisen is currently completing a certificate marketing course via correspondence.

"I have previously completed customer service training and food safety training," she said.

"Making myself study for the marketing certificate is currently the most challenging aspect of my job.

"It's been a few years since I've had to study and submit assignments, so that's definitely been a challenge.

"However, getting out and meeting new people is one of the upsides of a marketing role.

"The advertising is fun too, it gives me the chance to be creative and come up with new ideas," she said.

And it's been quite a learning curve.

"I've learned a lot about initialising potential customer contact, which I previously had never done," she said.

"I've also never worked with computers as much as I do now, which has been great to learn about."

As for the fishy smell associated with working in a seafood shop, Miss Holthuisen said you got used to it after a while, and besides, she spent most of her time in the office.

"And I do really love fish," she said.

Looking to the future, Miss Holthuisen said she would like to continue in marketing and would encourage others to give it a go.

"As long as you are creatively minded and love getting out and interacting with people, you will be able to succeed in the sales and marketing industry," she said.

"Good organisational skills are also a plus."



SEAFOOD DELIGHTS
Rebecca Holthuisen at Ingham Road Seafood