



Danial Naqvi

Partner Manager for Facebook

Although my degree subject isn't directly relevant to my current job role, it's important to consider that good employers look to hire diversely and build teams of people that can bring a unique set of skills and experiences to the organisation.



Coming from an Economics with Politics background meant that I had an understanding of how the macroeconomy and even key industries could be impacted by real world events and how this could in-turn impact our relationship and business with the clients we manage at Facebook.

My degree background gave me the critical problem-solving skills, analytical skills and strong communication skills that are all applicable in the workplace. Whilst I didn't have the prior tech, sales and/or advertising experience that would have been relevant to my role at Facebook, my degree provided me with a strong foundation of transferrable skills that I could adapt and leverage in a new environment effectively.

Post 16 Education	Higher Education
A Level Economics, English Literature, Maths & General Studies	BSc (Hons) Economics with Politics

Why did you choose to study Economics?

I wanted to explore business and the structures of industry at a global level. I wanted to understand how both the economic and political context of different states influence our lives on a daily basis, our quality of life and the long-term opportunity for change.

Danial's advice: It's okay to not know exactly what you want to do for the rest of your life. It's likely that your career could last 40 to 50 years so remember to always play the long game.

No matter how hard you try to plan everything out, there will always be unexpected opportunities and challenges that come your way - this is part of the process. It's absolutely fine to change your mind and decide to do something different because you know it could be right for you. Learn new things, fail forward and be flexible with your plan. It's just as important to work out what you don't like as it is to work out what you enjoy. Great things take time - focus on building the self-awareness, humility and patience that will enable you to grow both personally and professionally in the future.





WHY IT MATTERS... BUSINESS & ECONOMICS



Loughborough
University

Danial's experience as a student

Loughborough University gave me four incredible years, some of which were the best I've ever had in my life. I always knew that I wanted to move away from London and the South-East of England to experience real campus life - I wanted to be part of a communal environment with a strong student spirit. From my first ever visit to Loughborough University, I had no doubt in my mind that it would be the right fit for me.

Loughborough gives every student the chance to be the best versions of themselves; whilst it drives academic success, what stood out to me most is the emphasis to grow into a well-rounded individual at the university. There is something from everyone, from sports, societies to student life, people leave Loughborough with more than a degree.

I took part in a range of societies during my time and each year they enabled me to connect with other, great individuals and build on a range of personal skills through these clubs. Thanks to Loughborough, I completed a placement at Goldman Sachs and took a graduate role at Facebook but more than that, I found a second home and family.

Danial's Career

I currently work as a Partner Manager for Facebook in the Global Marketing Solutions division. I'm responsible for managing and growing our relationships with some of the UK's largest independent advertising agencies who work with global brands across different industries including fashion, retail, luxury, health, travel, non-profit and more. I spend my time analysing market trends to identify solutions, speaking with my clients and travelling to meet with them; I even get to arrange and speak at key Facebook business events across the UK.

I applied for my role directly through Facebook's online career webpage, however what really helped me to land the role was understanding how I could fit into the company's culture and align with their values. My experience at Loughborough built me into a well-rounded candidate with more than just my academic experience to talk about in interviews - I was able to offer examples of other things that I had participated in at university and use this as learning experiences in a professional context.

Loughborough University offers undergraduate degrees in the following areas:

Accounting and Financial Management, Finance and Management, Business Analytics, International Business, Management, Marketing and Management, Economics, Business Economics and Finance, Economics and Management.

Please note: Degrees and their titles change over time. Some graduates may have studied degrees that have evolved and changed in response to changes in demand from employers.