

EMERGING TALENT OF THE YEAR | CLIENT SIDE

AIESHIA AGNEW

MARKETING EXECUTIVE | SIKA UK



CAREER JOURNEY

- ▶ Joined Sika as a Digital Marketing Apprentice (April 2024)
- ▶ Promoted to Marketing Executive within 2 years
- ▶ Achieved CIM Level 6 Diploma in Professional & Digital Marketing (2026)

KEY ACHIEVEMENTS

- ▶ Led integration of MBCC products into the Sika website following acquisition
- ▶ Increased Flooring & Refurbishment organic impressions by 80%
- ▶ Independently restructured the Flooring and Refurbishment website areas to improve customer journeys and usability
- ▶ Supported Water Infrastructure marketing campaigns across digital channels
(520% LinkedIn reach increase in just three months)
- ▶ Contributed to generating 75 leads and £395,457.94 pipeline value from American Coatings Show activity

PROFESSIONAL DEVELOPMENT

- ▶ CIM Level 6 Diploma in Professional & Digital Marketing
- ▶ Specialist Award in Content Strategy
- ▶ Specialist Award in SEO & Paid Search Management
- ▶ CIM Award in Societal Impact & Digital Marketing (2026)

WHY SHE STANDS OUT



**RAPID PROGRESSION FROM
APPRENTICE TO MARKETING EXECUTIVE**



**DELIVERS MEASURABLE
BUSINESS IMPACT**



**COMBINES DIGITAL EXPERTISE
WITH CREATIVE THINKING**



**TRUSTED ACROSS MULTIPLE
BUSINESS UNITS**



**NOW MENTORING THE NEXT
GENERATION OF MARKETING TALENT**

JUDGE'S SUMMARY

In less than two years, Aieshia has progressed from apprentice to a trusted Marketing Executive, delivering measurable digital growth, commercial results and strategic marketing support. Her ambition, capability and impact make her an outstanding Emerging Talent candidate.



BUILDING TRUST