



WEBL Option 1 - Placement  
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2026

“I, Laura Lorenzini, certify that this is an original piece of work. I have acknowledged all sources and citations appropriately. No section of this essay has been plagiarised. I confirm that the work submitted is my own. I have used AI tools solely to refine the language and clarity of the interview transcripts, without altering their content or meaning.”

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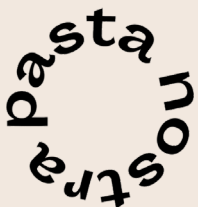
# Introduction: What is Pasta Nostra?



Image 1: Pasta Nostra entrance, Pasta Nostra, 2026

This report is a critical reflection on the Work-Based Learning (WEBL) placement at Pasta Nostra (Image 1), a London-based Italian hospitality brand focused on fresh pasta within a casual dining environment. During this placement, the role progressed from Social Media Intern to Social Media Manager, resulting in responsibility for the restaurant's digital strategy, brand communication, and content creation. This project combines both primary research (through direct work-based experience at Pasta Nostra) and secondary research from academic sources. This report introduces the company's values, vision, strategic positioning, and customer profile, establishing a foundation for evaluating professional development and the brand within a competitive market context.

Pasta Nostra's vision is focused on providing a contemporary yet authentic Italian dining experience that resonates with a young, digitally engaged audience. Instead of positioning itself as a traditional restaurant, the brand aligns with Pine and Gilmore's concept of the experience economy (1999), where value is generated through immersive and memorable experiences rather than solely through products or services. This is reflected in the brand's emphasis on combining a strong atmosphere with high food quality, social interaction, and visual identity, positioning dining as both a digital and physical experience.



# Customer Profile

Pasta Nostra primarily targets a young urban demographic aged between 22 and 34, mainly consisting of office based professionals in marketing, finance and creative industries (Figure 1). This demonstrates its strategic location close to Liverpool Street, an area full of corporate offices and fast paced working environments. Resulting in Pasta Nostra captivating individuals seeking quick yet high quality dining options during their lunch breaks or after work occasions.

This audience is extremely engaged with digital platforms such as Instagram and Tiktok, using them to locate and evaluate dining experiences. As accentuated by Francis and Hoefel (2018), younger consumers prefer authenticity, social validation and visual appeal. Hence, customer decision making goes over its product quality including atmosphere and brand identity, strengthening the importance of a strong digital presence.

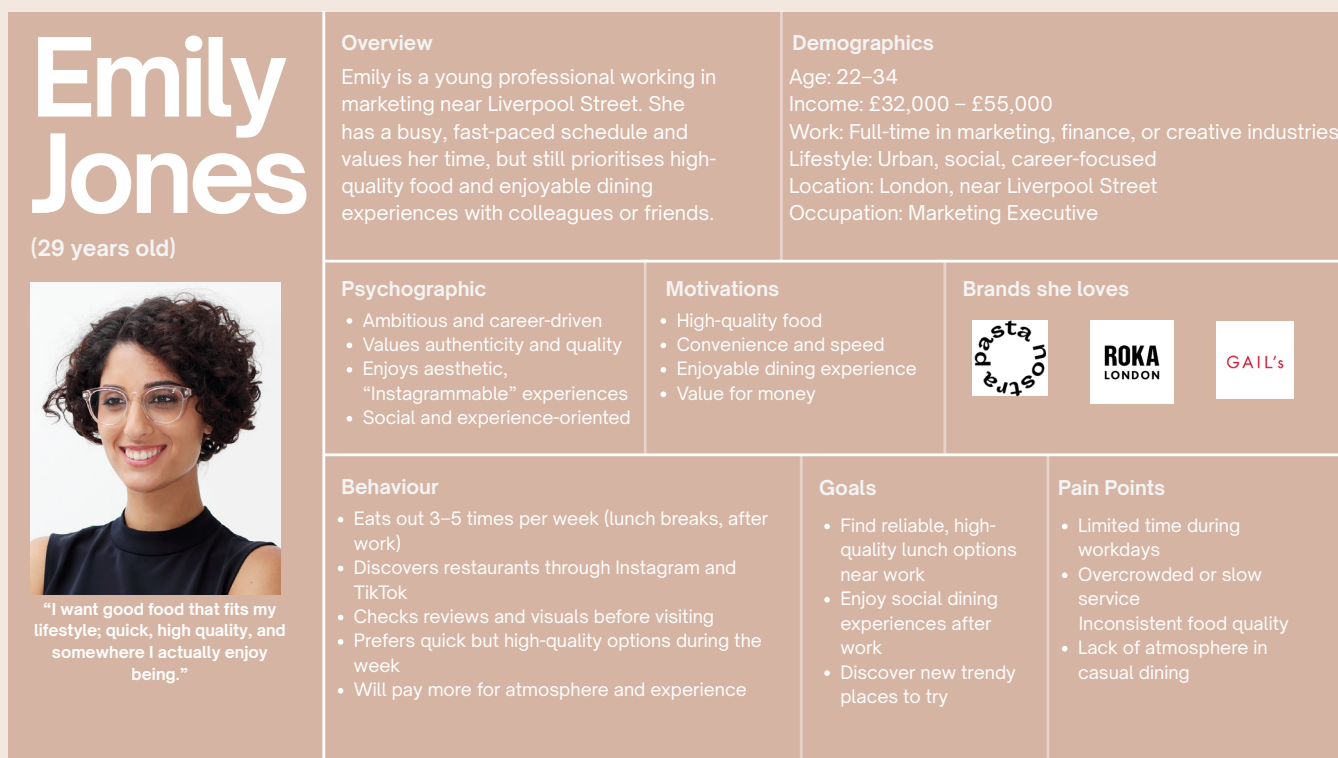


Figure 1: Pasta Nostra's customer personae, 2026

# Market Positioning

Pasta Nostra is positioned within a fast-casual Italian dining segment, operating between premium full service restaurants and low cost fast food chains (Figure 2). While keeping moderate pricing, the brand differentiates itself thanks to a strong emphasis on customer experience, mixing high quality food with a visually engaging and socially driven atmosphere. This positioning adjusts with the expectations of young urban professionals seeking both convenience and a valuable experience. However, within London’s highly competitive hospitality market, Pasta Nostra should constantly strengthen its brand identity and digital presence to keep a certain differentiation level from competitors adopting similar strategies.

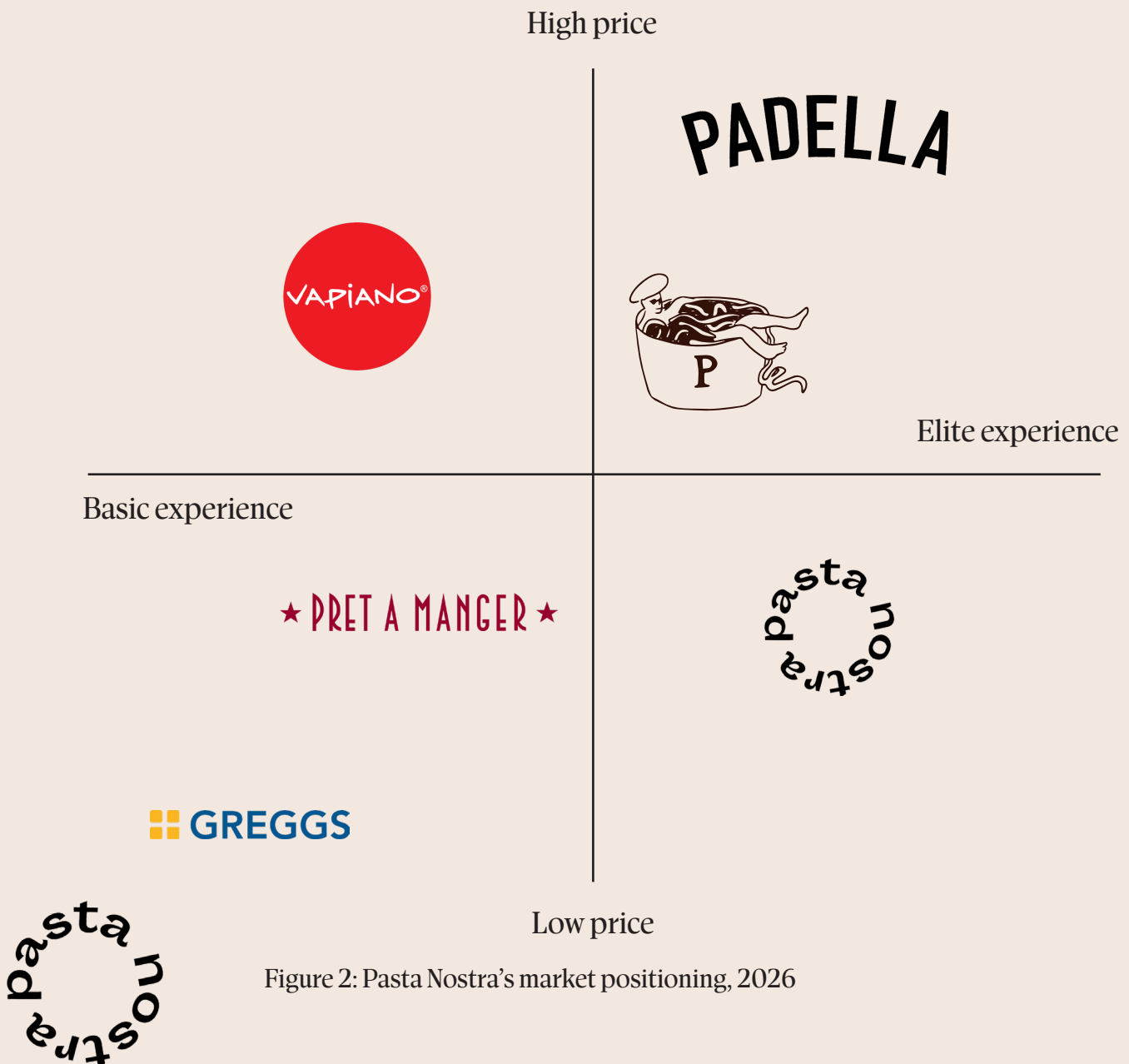


Figure 2: Pasta Nostra’s market positioning, 2026

# Brand SWOT Analysis

This SWOT analysis shows the strategic position of Pasta Nostra within London’s competitive hospitality market (Figure 3). Key strengths include a strong visual brand identity and an effective social media presence, reinforcing customer engagement and adjusting with experience-led consumption trends. Furthermore, its location near Liverpool Street gives a consistent access to a high-density professional customer base. However, weaknesses include a reliance on organic digital content and potential instability in brand messaging, which can limit the brand’s potential growth. Opportunities are in expanding influencer collaborations and reinforcing experiential marketing to advance the brand. On the other hand, threats include intense competition within the fast casual dining sector and a rapidly evolving nature of digital trends, needing constant innovation to keep being relevant.



Figure 3: Pasta Nostra’s SWOT Analysis, 2026

# The position: Social Media Intern

The role at Pasta Nostra involved developing and managing the brand's digital presence across platforms such as TikTok and Instagram. Responsibilities included content creation (Image 2), editing, filming, as well as assuring that posts align with current social media trends and audience expectations. Furthermore, there was involvement in scheduling and planning content, contributing to the effectiveness and consistency of the brand's online communication. The placement also included supporting the development of content ideas that indicate the brand's experiential positioning, such as promoting in-store events and strengthening the visual storytelling of menu items. As the placement went on, responsibilities increased, leading to more involvement in decision making and content strategy. This involved contributing ideas to enhance engagement and strengthen the connection between in-store experience and the brand's digital presence.

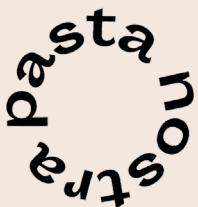


Image 2: Pasta Nostra during service, Lorenzini L, 2026

## *How was the placement secured?*

The placement at Pasta Nostra was guaranteed through a proactive outreach supported by a curated portfolio, including a cover letter, CV and LinkedIn profile. The application strategy highlighted experience in content creation and social media management, placing the candidate as capable of contributing immediately to the brand's digital presence.

Reflection on this process highlights the importance of positioning a personal brand with the specific demands of a hospitality business. Instead of showing generic skills, the focus was positioned on displaying value and relevance, which proved effective within a competitive environment. This experience reinforced the understanding of job applications as a form of strategic communication, where audience awareness, positioning and clarity are essential.



## *How long did the placement last?*

The placement took place over a period of one month, during which the role began as a social media intern. As the placement progressed, the role developed into Social Media Manager, reflecting increased trust and responsibility from the team. This development demonstrated the ability to adapt quickly within a professional environment. However, it also required a shift from content execution to making informed decisions based on audience engagement and content performance.



Image 3: Pasta Nostra during service, Lorenzini L, 2026

Image 4: Chef cooking, Pasta Nostra, 2026



## *What was the team structure?*

Pasta Nostra operates in a small and dynamic team, where communication between front-of-house staff, kitchen staff and management is immediate and informal. My role was positioned between marketing and operations, bringing the store experience into digital content. This structure provided valuable insight into how brand identity is produced across different touchpoints. At the same time, the lack of a formal marketing structure required a greater initiative and responsibility for content decisions. This environment inspired independence, but also emphasized the importance of planning ahead in order to maintain a coherent brand image.

## What were my key responsibilities?



Image 5: Pasta Nostra entrance, Lorenzini L, 2026

The main responsibilities were managing and developing the brand's digital presence across TikTok and Instagram. This involved filming, editing, content creation and making posts that aligned with current trends and audience's expectations. Moreover, there was an involvement in the development of content ideas that reflected the brand's experiential positioning, like promoting in-store events and enhancing the visual storytelling of menu items. This role required a more strategic approach by not only producing content to understand its purpose, but to also evaluate what type of content generated the highest engagement and why.

It became evident that more trend led informal content performed better than highly polished visuals, which challenged an initial hypothesis about hospitality presentation.

Furthermore, initiative was demonstrated by suggesting influencer marketing and proposing ways to strengthen the connection between the brand's digital presence and in-store experience.

This change from execution to contribution reflects an important area of development, with increased confidence in taking responsibilities of outcomes and sharing ideas.

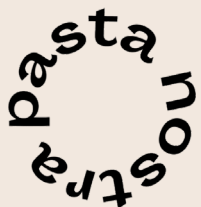


Image 6: Pasta Nostra entrance, Lorenzini L, 2026



# Journal of my time in Pasta Nostra

## Week 1

During the first week of the placement at Pasta Nostra, the focus was on understanding the brand identity, tone of voice, and existing digital presence. Tasks included observing current content strategies, reviewing previous TikTok and Instagram posts, and assisting with basic content creation. Competitor analysis was conducted as well, analysing similar fast casual restaurants in London to identify trends in engagement strategies, content style and posting frequency.

In addition, support was given for administrative tasks connected to content planning, such as organising media assets and sharing ideas for upcoming posts. Key contacts during this stage were management and front of house staff, who provided insight into daily operations and customer behaviour. This week was primarily focused on familiarisation and observation, permitting a foundation before taking on more responsibility.



Image 7: Pasta Nostra restaurant, Lorenzini L, 2026

Image 8: Appetizers, Lorenzini L, 2026



## Week 2



Image 9: 5£ breakfast campaign,  
Lorenzini L, 2026

In the second week, there was an increased involvement in execution and content creation. Content was edited and filmed within the restaurant, capturing both customer-facing moments and food preparation to show the brand's experiential positioning. Furthermore, there was a time for scheduling and planning posts, making sure they aligned with the audience expectations and current social media trends.

In addition, there was involvement in the promotion of a £5 morning deal campaign, which included designing printed materials for distribution within nearby student accommodation and creating supporting TikTok content to increase awareness and engagement (Image 10).

Alongside content creation, competitor analysis was continued, focusing especially on identifying successful formats such as behind the scenes content and shortform videos. Furthermore, there was regular communication with management to ensure that content aligned with brand messaging and business objectives. This week was crucial to progress since it was a transition from observation to active participation, as there was a superior level of independent contribution.

Image 10: 5£ morning deal campaign,  
Lorenzini L, 2026



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### Week 3

During the third week, greater responsibility was given in creating content, as a live music event was hosted by the restaurant. This provided an opportunity to create more professional content using a dedicated camera, instead of only relying on mobile devices.

Images were captured of the customer interactions, event atmosphere, and overall brand experience, providing a more immersive and refined representation of the company.

This experience supported the development of technical skills in handling professional equipment, as well as adjusting content creation to a dynamic and live setting. It also required coordination with staff and management to guarantee that key moments were captured effectively. The achievement of the content produced during this event, alongside an increasing involvement in content creation, led to the promotion from Social Media Intern to Social Media Manager. This change was a key moment in the placement, showing both an ability to take on greater responsibility and the trust given by the team. It also strengthens the importance of aligning real time experiences with digital content, reinforcing the link between in-store atmosphere and online presence.



Image 11: Pasta Nostra event, Lorenzini L, 2026



Image 12: Pasta Nostra singer, Lorenzini L, 2026



Image 13: Pasta Nostra event, Lorenzini L, 2026

## Week 4

In the last week, the main focus was to refine and manage the brand's social media output in the new Social Media Manager role. New responsibilities included independently creating, publishing content and adapting strategies based on performance. Insights gained from the previous weeks were used, especially in organizing more authentic and engaging content formats that resonate with Pasta Nostra's target audience.

Ideas were shared aiming at improving engagement and reinforcing the overall content strategy, such as suggesting influencer collaborations and improving the combination between in-store experiences and online content. Key contacts during this stage included both management and staff as collaboration remained essential in executing content effectively.

This final week showed a clear progression in the role, from supporting tasks to taking ownership of content creation and providing more strategically to the brand's digital communication.



Image 14: Pasta Nostra models,  
Lorenzini L, 2026

Image 15: Pasta Nostra plates,  
Lorenzini L, 2026

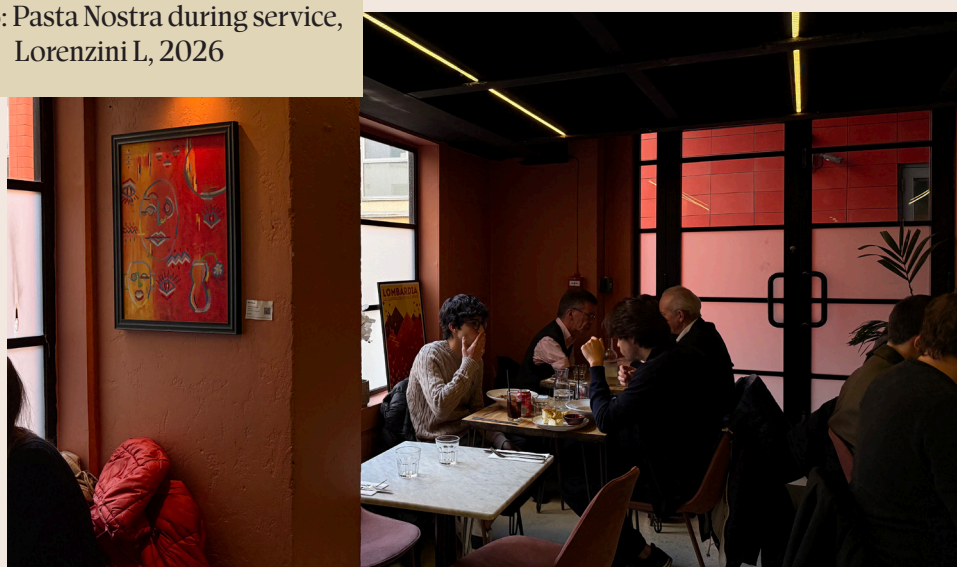


# Placement Analysis



The placement at Pasta Nostra supplied valuable insights into the application of digital marketing within a fast paced hospitality environment, reinforcing the development of both transferable and technical skills. Throughout the placement, there has been a notable improvement in creating and managing content across Instagram and TikTok, reinforcing abilities in editing, filming and adjusting content to line up with current trends. Specifically, a more strategic approach to content creation was structured through an analysis of engagement metrics and the identification of high performing formats. This marked a switch from viewing content creation as purely creative to understanding it as a data informed process.

Image 16: Pasta Nostra during service, Lorenzini L, 2026



One of the key issues encountered was balancing content quality with the demands of a busy restaurant environment. Filming during services led to some practical issues, especially limited time, inconsistent lighting and the need to avoid disrupting staff operations. At first this affected both the quality and consistency of the content produced. To address this, a more proactive and organised approach was changed towards a real time and more informal formats, which proved to be both more engaging for the target audience and practical to produce. Another difficulty involved adapting to the informal structure of a small company, where there were no defined guidelines or precise marketing framework. While this initially created doubts, it encouraged independence and problem-solving skills. Greater confidence was developed in making decisions and taking responsibility for results especially subsequent the progression from Social Media Intern to Social Media Manager. This change required going beyond tasks execution towards decision making processes and contributing to content strategy.

A key insight attained from the placement was the value of authenticity in digital communication. This contrasts with traditional marketing approaches that prioritise highly polished and controlled brand imagery. However, this reflects a broader shift in digital marketing, where user-generated and informal content is increasingly perceived as more trustworthy and engaging. It was noticed that content perceived as relatable and spontaneous consistently surpassed highly polished content, demanding the assumption that professional production quality would always be more effective. This displays wider trends in social media marketing, where audiences prefer realism and connection over polished content. Additionally, the placement developed a more profound understanding of how digital content contributes to the overall brand experience. Social media was recognised as an extension of the in-store environment, shaping customer expectations prior to their visit. This strengthened the importance of keeping consistency between offline and online touchpoints, especially for experience-led brands such as Pasta Nostra.

The placement strengthened both critical awareness and practical skills, reinforcing the ability to adapt to challenges, analyse performance and contribute deliberately within a professional environment.

Image 17: Pasta Nostra during service,  
Lorenzini L, 2026



Image 18: Pasta Nostra's products,  
Lorenzini L, 2026



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# Reflection

This project gave an opportunity to reflect critically on both the process of the placement and the skills developed throughout the experience at Pasta Nostra. The level of inquiry undertaken to attain the placement required a strategic and proactive approach, demonstrating the importance of self presentation and preparation within a competitive environment. A curated CV, cover letter and LinkedIn profile (Image 19-23) were developed to show relevant experience in social media management and content creation, providing alignment with the expectations of the role. Instead of applying broadly, the focus was settled on finding opportunities where existing skills could bring immediate value, which at the end proved effective.

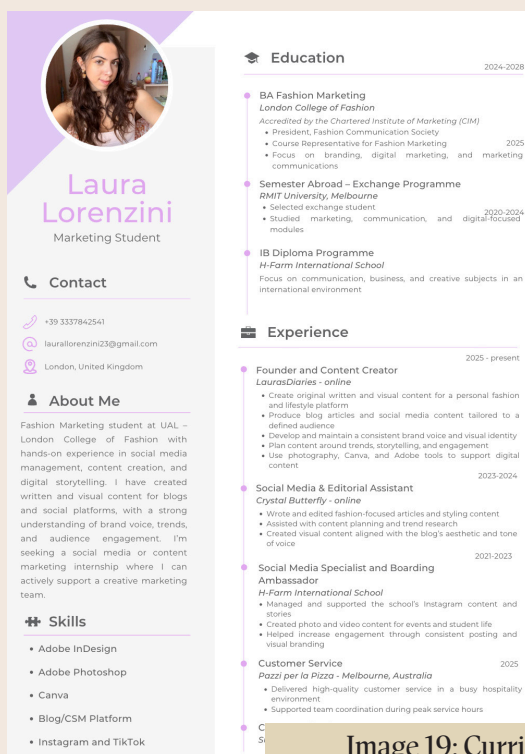


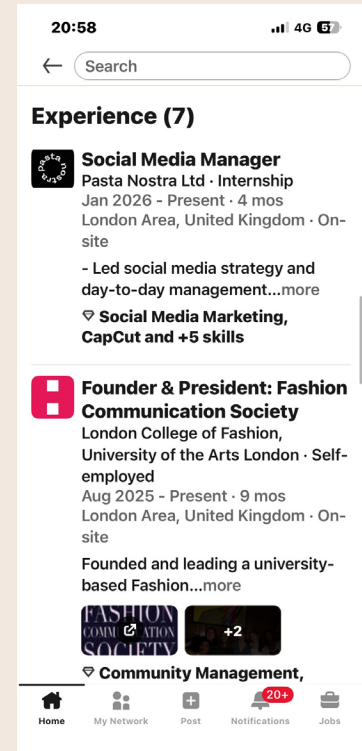
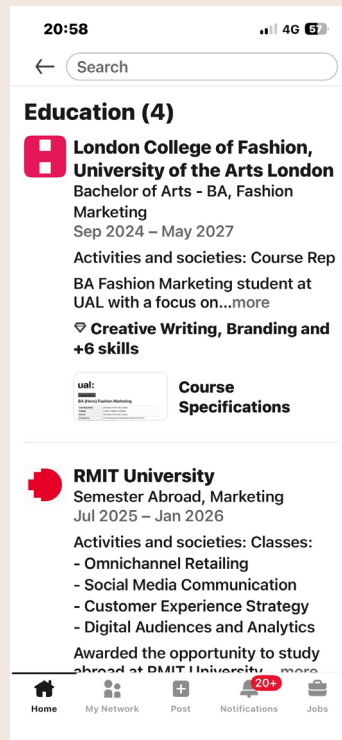
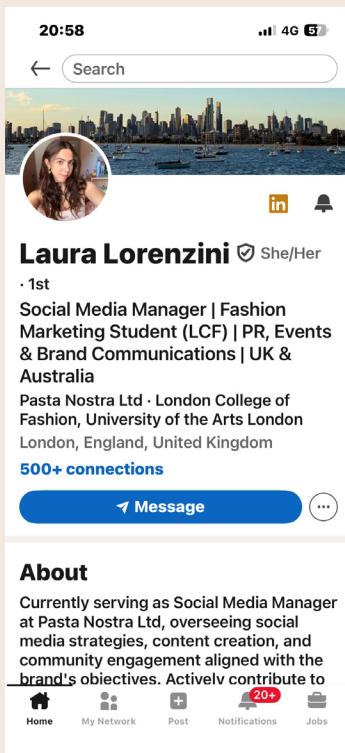
Image 19: Curriculum Vitae, Lorenzini L, 2026



Image 20: Cover Letter, Lorenzini L, 2026

The process of developing these application materials enhanced understanding of professional communication and personal branding. The CV was organised to highlight practical experience and transferable skills, while the cover letter was written to reflect Pasta Nostra's values and brand identity. In addition, the LinkedIn profile was structured to show a consistent, professional and present image, strengthening clarity and credibility. This stage showed how job applications are not just a formality, but a strategic process needing audience clarity, awareness and positioning.

Image 21, 22, 23: LinkedIn profile Lorenzini L, 2026



Reflecting on the placement itself, the experience emphasized a significant personal and professional development. In the beginning there was a focus on executing tasks like content creation; however, as the placement went on, a change towards more strategic thinking became obvious. The upgrade from Social Media Intern to Social Media Manager required more responsibility, independence and confidence in decision making. This advancement aligns with Kolb's (1984) experiential learning cycle, where actual experience is followed by reflection, leading to conceptual understanding and active experimentation.

A key learning outcome was the ability to adapt to a fast paced and unpredictable working environment. Challenges such as inconsistent filming conditions, limited time, and the informal structure of the organisation required problem-solving and flexibility. Over time, a more proactive approach was implemented, including planning content in advance and changing strategies depending on its performance insights.

Figure 4: Before WEBL placmenet's SWOT Analysis, 2026

<p><b>Strenghts</b></p> <ul style="list-style-type: none"> <li>- Strong understanding of Gen Z and social media</li> <li>- Creative content skills</li> </ul>	<p><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>- Low confidence</li> <li>- Limited real experience</li> </ul>
<ul style="list-style-type: none"> <li>- Opportunity to gain industry experience</li> <li>- Opportunity to develop professional skills</li> </ul> <p><b>Opportunities</b></p>	<ul style="list-style-type: none"> <li>- Lack of corporate experience</li> <li>- Competitive industry</li> </ul> <p><b>Threats</b></p>

Figure 5: After WEBL Placement's SWOT Analysis, 2026

<p><b>Strenghts</b></p> <ul style="list-style-type: none"> <li>- Strategic thinking</li> <li>- Real experience</li> <li>- Improved confidence</li> </ul>	<p><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>- Need for more technical tools</li> <li>- Limited data analysis skills</li> </ul>
<ul style="list-style-type: none"> <li>- Social Media Manager experience</li> <li>- Career in digital marketing</li> <li>- Future internship</li> </ul> <p><b>Opportunities</b></p>	<ul style="list-style-type: none"> <li>- High competition</li> <li>- Fast changing trends</li> </ul> <p><b>Threats</b></p>

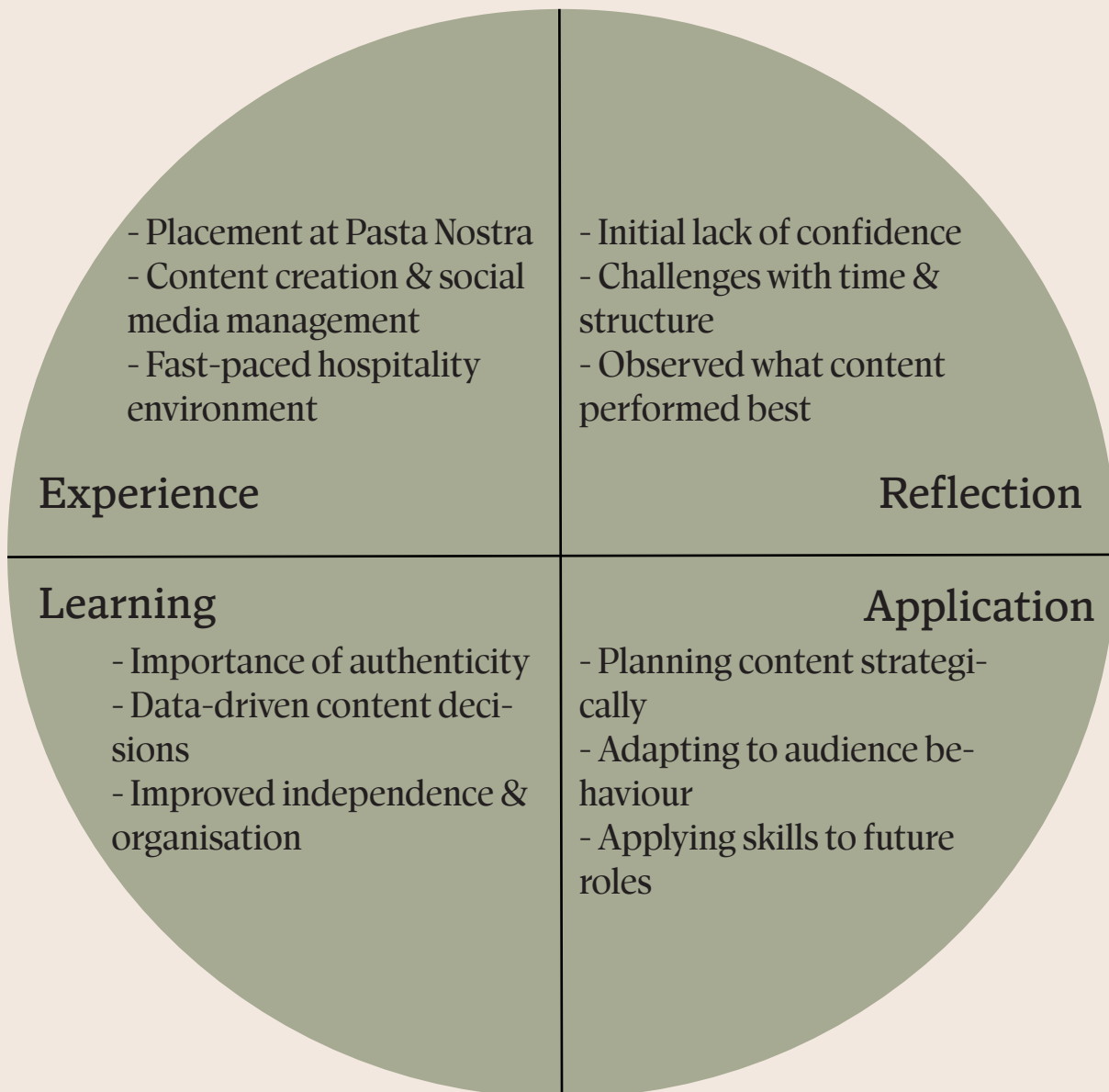


Figure 6: Kolb's experiential learning cycle on WEBL Placement, 2026

This highlighted the gap between theoretical expectations of content production and the realities of a fast-paced working environment. Moreover, the placement strengthened the importance of audience engagement and authenticity within digital marketing. It became obvious that content seen as spontaneous and relatable produced a stronger engagement than highly polished visuals. This insight not only disputed initial assumptions but also informed future approaches to content strategy, strengthening the value of aligning brand communication with audience expectations.

Overall, this project reinforced both critical awareness and practical competencies, emphasizing the importance of combining strategic thinking with creativity. The experience has given a clear direction for future development, especially in enhancing analytical skills and gaining further experience within structured marketing environments. It also strengthened the importance of constant learning and adaptability, which are fundamental within the evolving digital marketing industry.

Focus Area	Action	Outcome
Analytical Skills	Improve understanding of engagement metrics and performance data	More informed, data-driven content decisions
Technical Tools	Gain experience with scheduling platforms and analytics tools	Ability to work in structured marketing environments
Content Development	Adapt content to trends and prioritise authenticity	Stronger audience engagement
Professional Experience	Apply for internships and industry opportunities	Continued skill development and career progression

Figure 7: Action Plan of Future experiences, 2026

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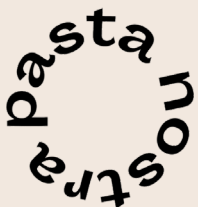
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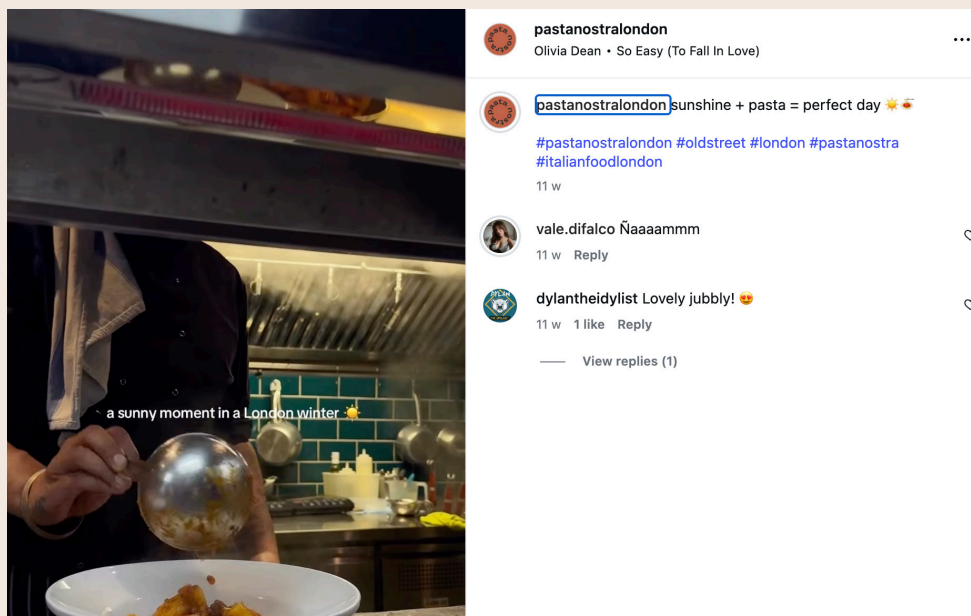
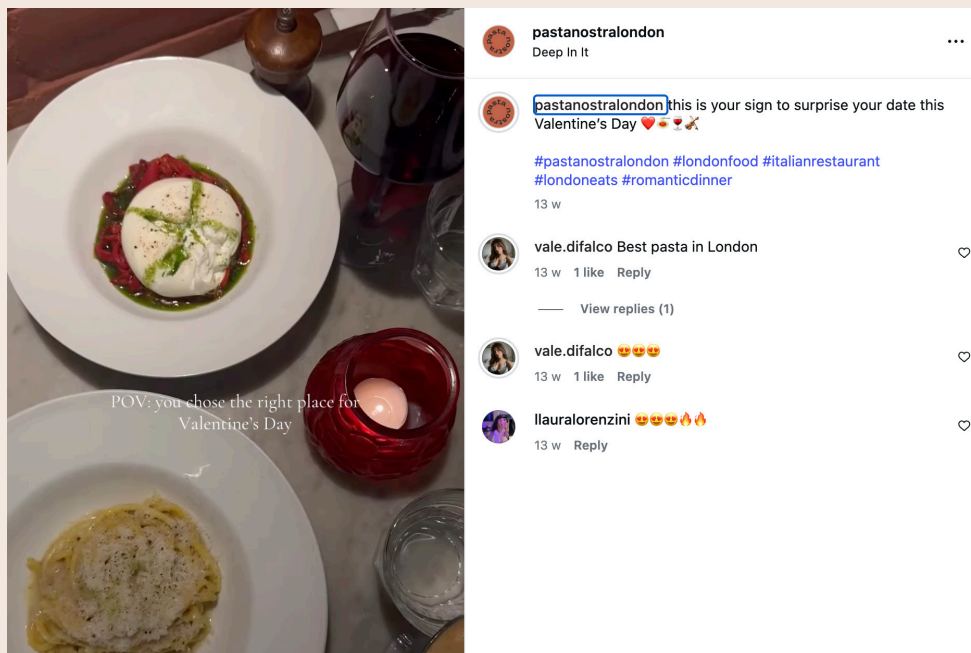
## **Primary Research**

Content creation, social media analytics, and observations conducted during the Work-Based Learning placement at Pasta Nostra (2026).



# Appendix

## Appendix A – Social Media Management



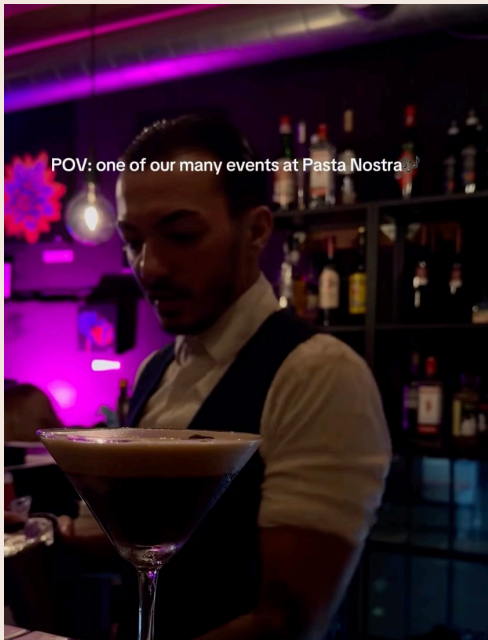


**pastanostralondon**  
sofiamcoelho · coffee? ☕

**pastanostralondon** Your sign to stop by Pasta Nostra for breakfast ☕🥐  
£5 breakfast deal: coffee + pastry  
See you in the morning 🌞

[#pastanostralondon](#) [#oldstreet](#) [#london](#) [#eastlondon](#)  
[#breakfastlondon](#) london breakfast deal

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**pastanostralondon** One of our many events at Pasta Nostra 🇮🇹

Thank you to everyone who joined us 🙏  
📍 Old Street, London

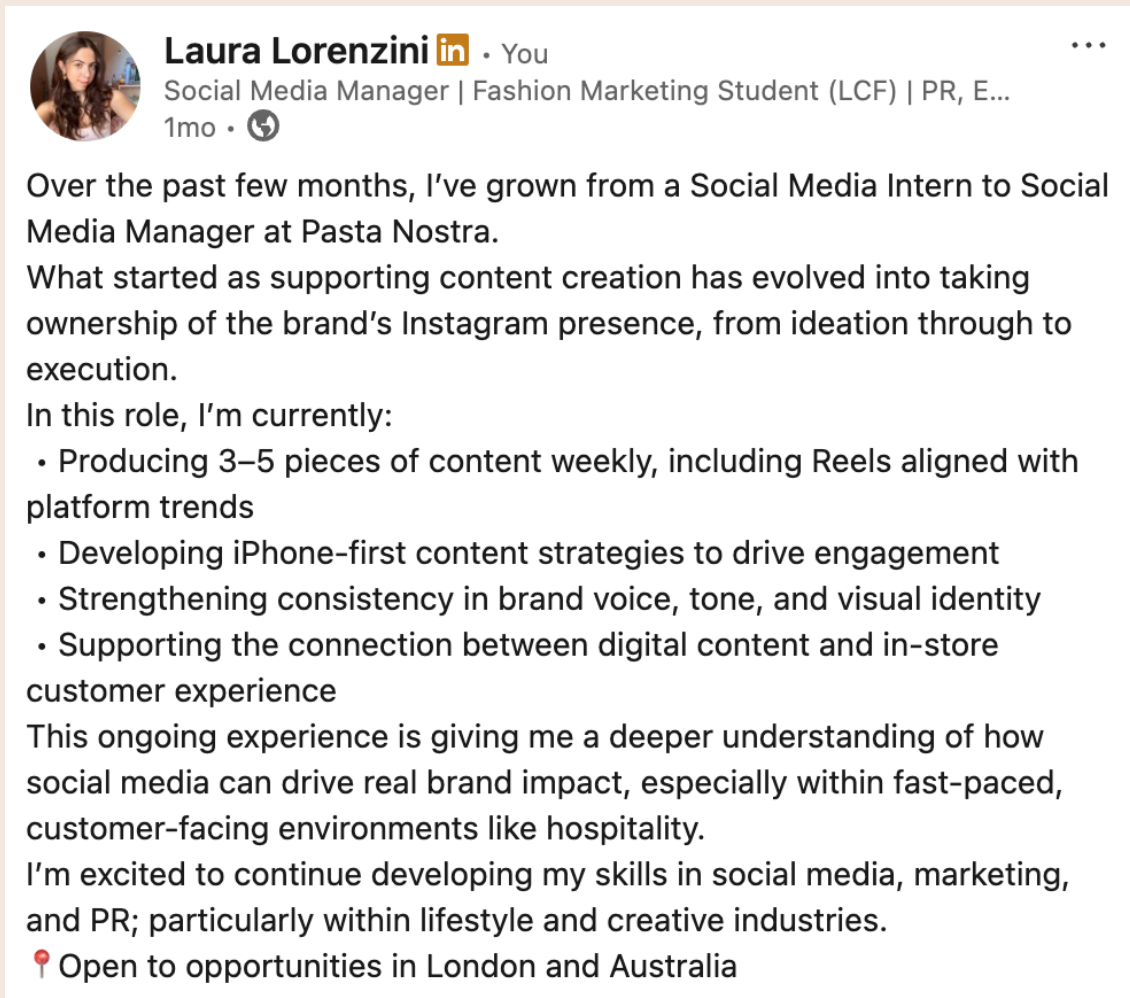
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## Appendix B – LinkedIn Profile




**Laura Lorenzini**  · You ...  
 Social Media Manager | Fashion Marketing Student (LCF) | PR, E...  
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Over the past few months, I've grown from a Social Media Intern to Social Media Manager at Pasta Nostra.


What started as supporting content creation has evolved into taking ownership of the brand's Instagram presence, from ideation through to execution.

In this role, I'm currently:

- Producing 3–5 pieces of content weekly, including Reels aligned with platform trends
- Developing iPhone-first content strategies to drive engagement
- Strengthening consistency in brand voice, tone, and visual identity
- Supporting the connection between digital content and in-store customer experience

This ongoing experience is giving me a deeper understanding of how social media can drive real brand impact, especially within fast-paced, customer-facing environments like hospitality.

I'm excited to continue developing my skills in social media, marketing, and PR; particularly within lifestyle and creative industries.

 Open to opportunities in London and Australia