ALEESHA BLUE

Job: CRM campaign manager

Company: Dominos

I am a Marketing Campaign manager specialising in CRM at Dominos UK. I use data and customer insights to brief and create marketing strategies, and build them in softwares like Braze. I focus on Email, Push and SMS campaigns and then analyse and create reports to check their success

Creative	Leader	Ambitious

The skills I use most in my job... Data and Analytics

- Project management
- Creativity

The most interesting thing I've worked on in my career so far... The most interesting campaign I've built is a reminder program while I worked at an e-commerce greeting card company. This used sign up data as well as annual purchase data to remind customers of upcoming events.

What inspired me into digital and tech...I found myself working in Marketing but being someone both Creative and Analytical, CRM and Digital Marketing really allowed me to explore my passion and

make an impact

My educational background is...I'm Canadian and have 2 degrees in Canada: a bachelors degree in Social Development and a College Diploma in Marketing

What advice I'd give to girls thinking about a career in digital and tech... It is possible to combine your interests, passions and find a roll you enjoy. A lot of times digital marketing roles don't seem as 'glamorous' as other areas in Marketing but there's a lot of growth and development behind the scenes.