

ALEXANDRA SEVERN



Job: Digital Marketing Manager

Company: Manchester

Lead on all things digital (there's a huge variety), including strategies that utilise digital technology to achieve business goals.

Approachable

Bright

Driven

The skills I use most in my job...Communication

- Management
- Analysis
- Problem Solving

The most interesting thing I've worked on in my career so far...The launch of a new luxury travel website designed to ignite the senses and inspire dreams whilst improving site conversion.

What inspired me into digital and tech...Growing up in the days of dial-up internet, my parents' landline was constantly tied up by my endless hours of browsing. In adulthood, I embraced social media like a long lost love and the great exposure to digital I got in my first graduate job sealed my

fate.

My educational background is...BA in Politics and MA in Marketing, both at Durham University. Currently studying a Level 3 Certificate in Assessing Vocational Achievement (CAVA).

What advice I'd give to girls thinking about a career in digital and tech...Do not hesitate. Speak to as many women as you can who are currently in the industry and find out what they love about it most and their journeys. This is where great initiatives like Digital Her can really make a difference.