

ALICE HARLING



Job: Content & Communications Manager

Company: Prevayl

My role is content and communications manager for Prevayl. Prevayl is a smart connected clothing company, so a large portion of my job is educating both people with an interest within wearables and those that have never even heard of the word or market. A day-to-day for me would be creating press releases, social media and strategy, go-to-market strategy, branding and product alignment. Along with making sure all the teams are happy and looking after senior management.

Tech Savvy

Inclusive

Confident

The skills I use most in my job...Strategy - social media, go-to-market, influencer ready for the product launch

- Communications - internal and external to simplify and streamline understanding
- Technical writing - on topics like machine learning, block chain, data security and AI
- Campaign creation - creating campaigns to make the wearables industry palatable
- Market education - creating educational pieces so our company offers more than just a product

The most interesting thing I've worked on in my career so far...Working for Prevayl, they're a company innovating and researching at a rate that is unheard of, to create smart connected clothing that can offer more human insights than any other platform or wearable on the planet. Pretty cool. Working with a large disciplinary team has been amazing, watching the product develop over a year and heading up the marketing that has secured us some great collaborations has been an amazing journey and something I'm proud of to say I'm only 22.

What inspired me into digital and tech...Honestly, tech wasn't my career dream growing up. However I fell into it after being given a chance at my first job in a website and app development company. From there, I became obsessed. When you look deeper into tech it affects every area of our life, and is only set to grow. Even Twitter and Facebook is tech, why wouldn't I want to be involved with an industry that has effectively altered the world with live in today? I also believe strongly about getting more women into tech, being a feminist I think it is so important to actively try and change it. It feels good to be apart of a movement.

My educational background is...I studied at Business Studies, Media Studies, English Language and Maths (A,A,B,B) at college which lead me to a degree at MMU to study Marketing Management (1st). From this I went onto a career in technology, working initially for a app / website company then to Prevayl (Wearables) Alongside this, to give back and improve my knowledge I am a STEM ambassador, BIMA volunteer and member, Women in Wearables member amongst working at food banks and for the NSPCC at a call handler. It's safe to say I like to be busy, and give back to the tech community and others where I can.

What advice I'd give to girls thinking about a career in digital and tech...I recently wrote an article for Women In Tech around why female graduates should go into technology. As I stated prior, there is a huge gap for females to fill! I'd want to stress to girls that it isn't boring, it isn't male dominated and they CAN do it! I'd stress that even if they had done a career in fashion or art or maths. There will be a way into digital and tech, there are people with a genuine interest in recruiting more females and that want to drive change. That will guide them and help them to reach their potential. So many businesses are now classed as tech, even Nike is becoming more tech orientated, it's a boat they should get on and never look back.