

ALLIE JOHNS



Job: Senior Lecturer in Digital Marketing

Company: Manchester Metropolitan University

I'm a media psychologist, so aim to encourage new digital marketers to explore WHY people do the things they do online.

Curious

Giving

Authentic

The skills I use most in my job...Critical & strategic thinking

- Digital human research & insight

The most interesting thing I've worked on in my career so far...Working with BBC R&D to research interactive TV, having my paper published & presenting it at a conference in Chicago in 2016.

What inspired me into digital and tech...Inbuilt curiosity and a real desire to not get left behind in the world of marketing & branding.

My educational background is...Undergrad degree 1990, 25 years inhouse/agency marketing (incl. first dot com boom/bust in NYC!), MSc in Media Psychology 2016.

What advice I'd give to girls thinking about a career in digital and tech... Open your mind to the possibilities, make connections & explore beyond the obvious. Digital humans are infinitely fascinating!