

## 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!