

AMANDA J SINGLETON



Job: Account Director

Company: Microsoft (Bing ad slaes)

I've worked in digital ad sales for Amazon and Microsoft and am also a fully qualified exec coach

kind

funny

Pragmatic

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

- Sales
- Marketing

The most interesting thing I've worked on in my career so far...Working with Mercedes on delivering test drives to people's homes when I was at Amazon

What inspired me into digital and tech...The whole world is going through digital change. It's exciting and much better to be part of it from the inside than watching from the outside.

My educational background is...I studied psychology at degree level and have recently completed a post grad exec coaching qualification

What advice I'd give to girls thinking about a career in digital and tech...Talk to other women and girls about their experiences. It's way more interesting than you might think it is and it pays really well!