

## 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!