

## AMBER JONES-EDDY



**Job:** Account Manager

**Company:** Soap Media

As an Account Manager, I plan and oversee workflows, manage and nurture relationships with clients and make sure work is delivered on time, on budget and to the brief.

Approachable

Curious

Organised

**The skills I use most in my job...**Stakeholder Management

- Organisation
- Marketing
- Analytics
- Project Management

**The most interesting thing I've worked on in my career so far...**It was a unique experience to work at a start-up several years ago as the company's first employee. Growing with the business over the 4 years I was there led me to quickly develop a broad range of skills, and I could figure out what I wanted and didn't want in a future role.

**What inspired me into digital and tech...**I always loved storytelling and working with people, and working in digital allows a blend of both. I've met some of the most talented, interesting people from working in tech and marketing.

**My educational background is...**I went to university, and quickly realised it wasn't for me. I ended up leaving and began a Digital Marketing apprenticeship. After this, I started an internship programme called Agent Academy in Liverpool which introduced me to a range of businesses and roles in the industry I didn't know existed! Through that programme, I ended up getting my first role as a Content Executive.

**What advice I'd give to girls thinking about a career in digital and tech...**Be open-minded! You never know what role may suit you until you explore it. I had a career pivot a few years ago, switching from Content to Account Management, and I am really enjoying it. I then went from working in creative Account Management to digital, and I am now.