

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.