

AMY FLYNN



Job: Digital Journey Product Manager - Savings

Company: The Co-operative Bank

I manage the customer application journeys for Savings products across the digital estate which covers website, Online Banking and our App. My role is to make sure we're optimising the customer application experience at every digital touch point which essential means making it as easy as possible for customers to learn about and apply for our savings products.

Inquisitive

Adaptable

Ambitious

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

- Communication
- Planning
- Analysis
- Creative problem solving

The most interesting thing I've worked on in my career so far...My current role. There is so much variety - no day is the same and there is so much to learn which is exciting.

What inspired me into digital and tech...It was a gradual process over the last 10 years. I started my career as an account handler in advertising (like Mad Men but much less glamorous). While every campaign was typically multi-channel (print, radio, TV etc.), digital became increasingly more prominent. My last agency project was the launch of a new digital payment product and opened my eyes to a whole new world of opportunity and gave me the push to make the leap in to a career in digital.

My educational background is...I took my A-Levels and then went on to study Marketing at University. I don't have any formal digital qualifications – everything I know has been gained through experience.

What advice I'd give to girls thinking about a career in digital and tech...Anything is possible. If you'd have told me at the start of my career I'd be where I am now I wouldn't believe you! Take risks. I've taken two big risks in my career so far. The first, five years ago I walked away from a great Ad Agency job to move to a city where I knew just two people. The second, two years later I changed career entirely and moved into SAAS and the experience I gained there secured my current role. Don't panic. If it feels like everyone around you seems to have their careers mapped out - *spoiler: they don't.* Enjoy the ride. Your career journey doesn't have to be a straight line; the pit stops and detours in my career have actually been the most valuable learning experiences.