

## ANNABEL PRING



**Job:** Head of Client Management

**Company:** Smartebusiness

I wear different hats on different days; a day in the life of eCommerce certainly keeps me busy. From an internal perspective I manage the scheduling of the developer's monthly sprints alongside the internal goings on. In terms of our exciting range of clients i manage their retainers and project roadmaps. Alongside speaking weekly to the clients, i hold monthly strategic meetings with the clients to review key analytical data.

Hard-working

Loud

Ambitious

**The skills I use most in my job...**Magento

- Google Analytics
- Analysis of data
- organisational skills

**The most interesting thing I've worked on in my career so far...**On analysing one of my clients sites I found their 'Add to Basket' statistic was exceedingly low at 4% (it should be 12%). Following on from a

strategic review of their website, a Product Page re-design and data manipulation project was rolled out increasing their statistic to 9%.

**What inspired me into digital and tech...**The last 10 years have seen accelerated growth of the ecommerce industry, I had to be a part of that positive change. A fascination of the online, the responsive age, online stores and their clever retargeting techniques, alongside the increasing move away from brick and mortar stores.

**My educational background is...**I have a Geography BSc degree from Manchester University. Following this I was a trainer for a clinical software company before seeing the light and coming to work for my current eCommerce Magento agency. I have since done the Foundation level of PRINCE2

**What advice I'd give to girls thinking about a career in digital and tech...**It's the future! Current technology as we know it is only the start, it's such an evolving industry affecting all corner of our lives. It's important to understand how technology links customers and consumers to online which affects everyone so uniquely in their buying behaviour (Google Beacon being an example!).