

## BECKY FRANKS



**Job:** Optimisation Lead

**Company:** The Co-operative Bank

I currently look after the Digital Optimisation team who own all testing, personalisation and targeted content for the Banks public website, mobile app and online Banking. I'm also heavily involved with the 'Digital Bees' which is a group of colleague from Digital who are looking to build relationships across Manchester support the local community and help students get in to Digital and Tech careers.

**Ambitious**

**Organised**

**Ethusiastic**

**The skills I use most in my job...**Building good relationships and team work

- Ideas and brainstorming
- Using our testing tool, Adobe Target and reporting
- Time management, being organised and forward thinking

**The most interesting thing I've worked on in my career so far...**Not strictly my day job but when I worked at a Bathroom e-commerce company we took part in the Red bull soapbox race in London

which was really good fun. We built our racing car out of a bath. Sadly we didn't win but it was a great experience!

**What inspired me into digital and tech...**I didn't really plan to get in to Digital. After Uni I applied for various roles in Graphic Design and Marketing and was offer a mixed online and offline Marketing assistant role. I was then approached about a Digital role at a ecommerce company and then it just went from there. I just fell in to it really. What I've always really enjoyed is the numbers side of Digital, reporting and finding out what has worked and what hasn't. I love seeing the results of what I've done. I am fortunate to have had so many varied roles in Digital from PPC, SEO, Social Media, User Research, Customer Experience, Analytics and Digital Delivery. I feel it has given me a good foundational of knowledge and has helped me find a role I really enjoy and know the ones I don't!

**My educational background is...**I completed my A levels in Business, Product Design and Psychology. I really enjoyed an Advertising module and thought a career in Advertising or Marketing might be for me. I am from a small town in Norfolk so going to Uni was an opportunity for me to move to a City and experience another area of the Country. I moved to Chester and completed a degree in Marketing and Graphic design.

**What advice I'd give to girls thinking about a career in digital and tech...**Get a good level of experience across different Digital roles. This will give you a great foundation for the future in whatever Digital role you go into. There are so many roles in Digital, whatever your natural working style is you will find something suitable for you. You don't have to know how to code to get a role in Tech and Digital, there are so many different roles, just give it a go!