

BETTY BURRELL



Job: Senior Marketing Manager

Company: CTI Digital

I support CTI Digital with their marketing, I'm currently covering the Head of Marketing as she is on maternity leave. I have over 11 years experience in marketing, across B2C and B2B and for the last four years I have been focused in tech.

Caring

Confident

Ambitious

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

- Financial Planning
- Reporting
- Strategic Planning
- Content Marketing

The most interesting thing I've worked on in my career so far...Working on a campaign with Dulux in partnership with Channel 4 for the programme Changing Rooms as it was rebooted. This included working on content marketing, email marketing, influencer marketing and Paid Media.

What inspired me into digital and tech... I wanted to get involved in a role that is constantly updated and I can learn something new every day. Specifically, I enjoyed getting into tech because of the diversity and inclusion.

My educational background is... I studied Religion and Theology at University of Manchester, graduating with a 2:1

What advice I'd give to girls thinking about a career in digital and tech... If you want to work in a sector that is consistently evolving, digital and tech is for you! AI is going to be changing the working economy so getting involved in digital and tech means that you are at the forefront of it all.