

CAROLINE LOBATTO



Job: Creative Director

Company: Refined Marketing

Content Director of a successful Marketing and Design agency, Refined Marketing. My role is mainly strategic, working with clients on their overall content strategy and brand management. Day- to-day includes co-running the business, and supporting clients.

Innovative

Curious

Creative

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

- Strategy
- Copywriting
- Brand Direction
- Creativity

The most interesting thing I've worked on in my career so far...Building a business, has to be number one. However prior to that I have had the opportunity to work in mainly technical organisations such - taking the first onsite fuel testing kit to market. The role allowed me to travel, work within

marine & aviation.

What inspired me into digital and tech...To be honest I fell into it! However the industries I work in are mainly male dominated, and with that come determination to learn more and be the best I can be. I enjoy what I do and that really shows with the work I produce.

My educational background is...BSC (hons) - Advertising and Digital Design

What advice I'd give to girls thinking about a career in digital and tech...I would say go for it! If you enjoy the work then it will shine in what you deliver. Tech and digital is constantly evolving, the industry needs diversity and the next generation to innovate.