

## CHINIA WATERMAN



**Job:** Marketing Specilaist

**Company:** Zoho

I'm the Marketing Specialist at Zoho UK, a leading provider of cloud-based business software. My role involves mastering our latest technological advancements to understand their value for businesses and executing tactical activities such as email campaigns, content creation, and PPC initiatives to ensure our products reach the right audience.

Supportive

Thourough

Creative

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

- Communication / Relationship Building
- Creative Content Creation (copy, video, imagery)

- Project Planning
- Marketing

**The most interesting thing I've worked on in my career so far...** Having the ability to not only build, but also market Conversational AI Assistants within the customer service space. Logical and creative, what a winning combo!

**What inspired me into digital and tech...** In truth, it was a happy accident. My passion for marketing drove me to roles where I could tell compelling stories, and the digital sector delivered exactly that!

**My educational background is...** I decided to be broad with my degree and opted for English and American Studies. This has given me a great analytical mind and a desire to always know "why." A few years ago, I completed a CIM marketing diploma to enhance my skills.

**What advice I'd give to girls thinking about a career in digital and tech...** Go for it! Forget the myth of tech being just guys coding in dark rooms. It's vibrant, diverse, and packed with opportunities. With amazing tools to get you started, there's no limit to what you can achieve in this exciting sector!