

## CHLOE WILSON



**Job:** Partnerships Manager

**Company:** Zuto

It is my role to acquire new and existing partnerships to the business. Partnerships make up 70% of our business and therefore it is important to continually grow this area. Therefore I look for opportunities to bring in more business and spot opportunities through my digital expertise and relationship Management skills.

Innovative

Determined

Loyal

**The skills I use most in my job...**Digital Expertise

- Analytics

**The most interesting thing I've worked on in my career so far...**A full PPC account restructure and rebuild of a leading B2C Brands PPC account, in advance of the launch of a national TV campaign. I had not long been in the role when my boss left and the responsibility was on me to execute delivery and produce positive results. I am happy to say the rebuild went without a hitch and we got to enjoy the fruits of our labour.

**What inspired me into digital and tech...**The ever-changing & Fast paced Industry. Seeing other successful and boundary pushing females in the industry making a shift in what was once a very male dominated industry.

**My educational background is...**I completed a BTEC in Business Management & Marketing at College and very quickly realised that I wanted to get my hands dirty. At this point I went straight into work, working initially for a leading Fintech SME who kindly allowed me to explore various roles and opportunities to hone my skills in a digital world. I got to try CRM, PPC, Analytics and more & I am now working towards becoming a chartered Marketer in my spare time.

**What advice I'd give to girls thinking about a career in digital and tech...**Do it! If you don't try you wont ever know. The digital and tech industry will open your horizons to a world of opportunities - whether you wish to dabble in PPC, try your hand at CRM or become a UX pro ... your opportunities are endless.