

## CICELY WARD



**Job:** Operations Manager

**Company:** Embryo Digital

As an Operations Manager I look after the clients from as soon as they come on board and processing their contracts and invoices. I will then internally manage the team from a HR perspective right up to making sure all of our clients are getting their full service.

Resilient

Caring

Hard working

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

- Communication
- Attention to Detail.

**The most interesting thing I've worked on in my career so far...**Every month we release a new report which we sent out to 300 people in the City of Manchester specific to an industry. This report compares website performance for businesses in Manchester and has since been published in press

releases.

**What inspired me into digital and tech...**The industry is fascinating as it can be so creative yet so technical at the same time and learning these types of skill sets give me such a great sense of pride and achievement! It is also quite a male dominated industry, so the thought of changing that balance and becoming a successful female in the Digital & Tech industry is extremely motivating for me.

**My educational background is...**I have been in the digital marketing industry for 6+ years now and have gained so much experience and knowledge simply by learning from the talented people around me and trying to get involved with as much as possible. Prior to finding my feet in the industry, after completing my GCSE's, I went on to College to study Psychology A-level and BTEC Health & Social Care. At the time I thought University was for me but after attending for one year I realised it wasn't truly what I wanted to be doing and that I had other things on my bucket list I wanted to focus on first. I then made the decision to travel to France on my own for a ski season in Tignes as a Chalet Host, as well as doing some volunteer work in Cameroon for the Summer. This was one of the best years of my life and I wouldn't go back and change a thing! I think it really provided me with the personality and skill set I needed to tackle the industry I am in today.

**What advice I'd give to girls thinking about a career in digital and tech...**I would say do as much learning as you possibly can, read books to help with your personal and professional development, introduce yourself to as many contacts as possible within the industry to get yourself out there! I would also recommend always setting yourself goals to work towards, whether these are personal or professional, you should always have something to strive towards.