

CLAUDIA DE CARLO



Job: Creative Entrepreneur (Freelance)

Company: Claudia De Carlo

International, multifaceted, award-winning leader and coach with a broad set of skills in ☐☐ Project & Delivery Management ☐☐ Creative Programmes Design ☐☐ Coaching & Mentoring ☐☐ Training & Facilitation ☐☐ Team Leading

Empathetic

Energetic

Brave

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

- Leadership
- Communication
- Problem Solving
- Continuous Improvement

The most interesting thing I've worked on in my career so far...I coordinated a wellness initiative encouraging 500 worldwide employees to socially connect and stay active, in support of a charity for which we raised over £12,000. The main activity was the 'Yorkshire 3 Peaks challenge' which 30 of us

completed in just 11 hours. I enjoyed working alongside other colleagues to bring the project forward.

What inspired me into digital and tech... I knew I had the potential to do and achieve great things and found that some traditional corporations were quite limited and rigid. I like the flexibility and open-mindedness there is in tech, particularly the agile approach.

My educational background is... My education is as varied and squiggly as my work experience. Originally studied Business Administration at the University of Buenos Aires, but didn't finish to pursue moving to the UK, then did Film Studies and Photography in Barcelona. Dabbled in SAP Logistics and CRM, and obtained a Level 5* Certificate in Language Teaching to Adults and Children (CELTA)

What advice I'd give to girls thinking about a career in digital and tech... Don't let a lack of a tech degree put you off pursuing a career in tech. Your attitude is more important than you think. Even if you still haven't figured out what you want to do, be curious, network, and try finding a mentor.