

## DONNA TOOMEY



**Job:** UK Marketing Manager

**Company:** Planit

In my role, I collaborate with the UK leadership, Operations, and People teams to develop and implement digital marketing strategies, manage external events, identify sales opportunities, drive thought leadership, oversee PR efforts, and manage external agency relationships, all to maintain a consistent and positive brand image aligned with Planit's values.

Driven

Inquisitive

Compassionate

**The skills I use most in my job...**Strategic Thinking

- Communication
- Project Management
- Relationship Building
- Analytical Skills

**The most interesting thing I've worked on in my career so far...**The most interesting project I've worked on is myself. I've evolved from a results-driven professional into a leader skilled in strategic

planning, creative problem-solving, and team collaboration. My focus has been on continuous growth, driving success for the organisations I work with, and fostering innovation and excellence.

**What inspired me into digital and tech...**My passion for digital marketing and technology was sparked by the rapid evolution of the online landscape and its power to connect people and businesses. I was fascinated by how data-driven strategies create impactful campaigns, motivating me to pursue a career where innovation and creativity can thrive.

**My educational background is...**I hold a Certificate of Higher Education in Business Studies and A-levels in Media Studies, Film Studies, and Photography, along with AS Levels in Sociology and Textile Art. I am largely self-taught, having pursued various training courses to enhance my marketing skills. These courses include leadership training, content marketing, social media marketing, and search engine optimisation, among others. This commitment to continuous learning has allowed me to stay current with industry trends and effectively apply new strategies in my marketing career.

**What advice I'd give to girls thinking about a career in digital and tech...**My advice to girls considering a career in digital and tech is to embrace curiosity and stay open to learning. Seek mentorship, take on challenging projects, and don't be afraid to experiment. Remember, your unique perspective is valuable, and your contributions can drive innovation in this exciting, ever-evolving field.