

ELLIE ENGLAND



Job: Sales Director

Company: Microsoft

Head up a team of search advertising professionals in Manchester and partnering with teams to get the best out of Microsoft and Bing Ads.

Supportive

Passionate

Reliable

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

- Strategic thinking
- Working knowledge of search
- Digital advertising

The most interesting thing I've worked on in my career so far...Defining starting strategy for a new regional team- how do we need to resource- who do we need to partner with, what is our brand and growth strategy,

What inspired me into digital and tech...Our world is becoming increasingly digital. It is important to future proof your career and acquire the skills required to be successful in the modern age.

My educational background is... 7 A*s and 3As in GCSEs, 4As at A level, First Class degree in French and Spanish

What advice I'd give to girls thinking about a career in digital and tech... Start reading trade press- what brands do you love and how are they using tech and digital to connect with customers, reach new audiences and communicate what they stand for.