

## 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.