ELLIE MCDONOUGH



Job: Digital Marketer

Company: Ciptex

My job involves a lot of activities; no two days are the same! My main responsibilities involve content creation, events, lead generation and graphic design, however I like to take on whatever I can and get involved with every department! I'm also an apprentice, studying marketing at university part time.

Motivated	Creative	Friendly

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

- Collaboration
- Creativity
- Research
- Empathy

The most interesting thing I've worked on in my career so far... After just a few months at Ciptex, I had a large part in launching their new website, including testing and designing graphics! Something

else I worked on was a campaign for the nonprofit sector, helping those who need it most get the help they need.

What inspired me into digital and tech...I pursued a degree apprenticeship so I would get the chance to be creative and learn a lot, and I applied for Ciptex because I was really interested in what they did, and learning more about the tech industry. I've already learned so much and I'm growing every day!

My educational background is...I originally took A-Levels in college. However, it wasn't the path for me, so I studied Media Production, achieving a triple distinction. I have always struggled with maths, with my GCSEs also massively affected by Covid, so traditional education was tough for me; however, I now love university and truly look forward to completing my assignments. Not letting my barriers stop me was the best thing I've ever done for myself.

What advice I'd give to girls thinking about a career in digital and tech... No matter who you are or what background you come from, you can do whatever you set your mind to; believe in yourself even if no one else does, and know there are always others like you and people who are there for you. You got this!