

## EMILY OLIVER



**Job:** Head of Digital Product and UX

**Company:** musicMagpie

I assist the rest of the team in completing projects and campaigns. This gives me chance to work across many of the channels in Digital Marketing such as Paid Search, Paid Social, PR & Content, Analytics, Conversion Rate Optimisation and Affiliate programmes. This means my week can be really diverse.

Dependable

Jovial

Organised

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

- Data Analysis
- Excel
- Time Management

**The most interesting thing I've worked on in my career so far...** I worked on getting a YouTube influencer to do a sponsored video for our American brand 'Decluttr', this involved sorting the content of the video and what the video would give the brand. The video currently has over 2.2 million views.

**What inspired me into digital and tech...** There are so many opportunities in Digital & Tech as it is growing so rapidly and there are so many options within it. It will be exciting to see how things will develop and change and also, what roles open up for me to progress into.

**My educational background is...** I did Chemistry, Maths and Biology at A Level and then went to do Biomedical Science at university. This definitely isn't directly related to what I do now on the job but has helped me with the Analytics and testing involved in Digital Marketing.

**What advice I'd give to girls thinking about a career in digital and tech...** Don't worry about making the right choices now if you can't decide as there are a lot of options to get into the Digital world, I did science because I enjoy it and Digital Health is becoming a big thing so this industry is changing constantly.