

EMMA CONROY



Job: Junior Copywriter

Company: Auden

I write the copy at a financial services company, covering all things marketing, comms, and UX.

Creative

Understanding

Reliable

The skills I use most in my job... Copywriting (blogs, social posts)

- UX writing
- Using research/insights to understand audiences and inform copy
- Collaborating with other departments like design
- Managing stakeholders

The most interesting thing I've worked on in my career so far... I'm only just getting started in my copywriting career, but the most interesting thing so far has been helping to produce two research reports on how the rising cost of living and the pandemic has affected people's financial circumstances. It's a reminder of the motivation behind our work! Any project that aims to help better someone's life is so rewarding to work on - especially when you can see you've improved a customer journey from where it started.

What inspired me into digital and tech... When I graduated (2020), the job market was really tough to get into. I'd never thought of going into tech or finance before but I'm glad that's how it worked out. Using so many different digital skills alongside my creative skills has only served to broaden my

experience and knowledge. It was definitely diving in at the deep end but it's been a great learning curve.

My educational background is...I studied English and Creative Writing at the University of Nottingham with the hope of one day writing novels (the dream still lives on!)

What advice I'd give to girls thinking about a career in digital and tech...If, like me, tech and digital isn't something you thought about getting into, it might be just what you're looking for. It can be tricky at times with a world of unfamiliar terms and software to navigate but it's a challenge that gives you many rewards in terms of your personal and professional development.