

## EMMA COONEY



**Job:** CEO

**Company:** The Content Guild

I have just set up a digital marketing agency with my brother. I mainly look after the business development which means explaining our technical proposition to our potential clients. I also get involved in the client fulfilment work.

Unusual

Sporty

Driven

**The skills I use most in my job...**Digital marketing (technical)

- Analytical
- Planning

**The most interesting thing I've worked on in my career so far...**Search Engine Optimisation (SEO) - it's all about getting your website to show in a Google results page.

**What inspired me into digital and tech...**I loved maths at school, hated writing essays. Went into engineering, later software engineering - really fun but not easy to progress. Moved to marketing but always using my technical background, which was my edge over others.

**My educational background is...**Electronic Engineering degree, then I became chartered. Then I did an OU MBA foundation course and moved into technical marketing. The rest is history.

**What advice I'd give to girls thinking about a career in digital and tech...**Try to arrange to spend some time in a digital marketing team. Whilst it's quite hard to understand what the team are doing, you might be able to get the gist of it. More importantly, see if you can relate to the people - what makes them tick, why do they enjoy their work - are they like you? I love digital marketing because you can measure the effectiveness of your work. I'm a goal driven person and I love this aspect.