

EMMA CORBY



Job: Graduate Account Manager

Company: Auto Trader

My role is a Graduate Account Manager at Auto Trader. In my role as a graduate, I will complete 4 rotations working with all different types of automotive retailers, from home traders to franchise dealerships to help embed the value of their Auto Trader package and presence on our platform. The role is very much fast-paced and no two days are the same, it is all about building relationships and being proactive to help our retailers have the best experience and a strong return on investment.

Kind

Genuine

Supportive

The skills I use most in my job...Communication - effective communication with a variety of

stakeholders

- Time management - ensuring my day is organised and productive
- Customer service - always ensuring our customers are supported in the best possible way
- Data analysis - using a wide scope of data to support customer conversations and help customers make data driven decisions
- Relationship building - spending time to get to know our customers and how they work, building effective relationships

The most interesting thing I've worked on in my career so far... So far in my career, one of the most interesting things I have worked on would be supporting retailers during a national lockdown to help get them ready for restrictions being lifted and to maximise on potential pent up demand. Customers have been impacted differently during the pandemic, some have excelled and some in decline and in a bad place financially. It has been really important to support all our retailers, no matter what position they have been in to help them improve thier performance

What inspired me into digital and tech... The digital & tech industry is always expanding, there is so much opportunity out there and you almost don't realize this till you work in this industry. The opportunities are endless and even with a varied educational background like myself which made me wonder whether I would be suited in a digital business, but now I am living day to day in this industry I can see how my skills are valued and I know there are so many opportunities that lie ahead, this is just the start!

My educational background is... My educational background is quite varied, and not one someone would usually expect for the role I am in. I achieved my GCSE's, went on to college for my A Levels and studied English Language and Literature, Business Studies and Sociology, after this I went on to University in Liverpool and Studied Education Studies. My educational background is varied but has definitely provided me with the skills needed to support me to excel in my current role.

What advice I'd give to girls thinking about a career in digital and tech... I would simply say go for it! The digital and tech industry is rapidly growing every year and it is a fantastic place to start your early career, there is so much to learn and to take in but it is so worth it and also very enjoyable! I would always reach out, get involved in as much as you can and always ask questions to help your learning and experience!