

## EMMA RAFTERY



**Job:** Marketing Director

**Company:** Aire Logic

I lead all marketing and PR activity for Aire Logic. That means I am lucky enough to tell the world about all of the amazing work we do at Aire Logic and Aire Innovate.

Creative

Upbeat

Lucky

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

- Outreach
- Event planning
- Creative thinking
- Relationship management

**The most interesting thing I've worked on in my career so far...**My favourite work is planning events. People often forget the importance of post event marketing and to me that's where businesses can really shine.

**What inspired me into digital and tech...**The positive change that tech can make. Particularly working in health tech - my colleagues create tech that saves lives and I think it is amazing.

**My educational background is...**I have a degree in marketing and PR (from way back in 2007!) but I don't think a degree is a necessity to succeed in marketing.

**What advice I'd give to girls thinking about a career in digital and tech...**You can do anything you set your mind to. Don't be scared to approach companies and ask about work experience or to ask for insights in the field you are interested in. We need more women in tech - please don't let imposter syndrome convince you not to apply.