GEMMA ECCLESTON



Job: Managing Director

Company: Hendrix Rose PR

I am the managing director of Hendrix Rose PR, a boutique PR agency based in Manchester.

Hardworking	Empathetic	Ambitious

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

- Writing
- Strategy
- Collaboration
- Creativity

The most interesting thing I've worked on in my career so far... Setting up my own business has been the most interesting and rewarding experience of my career. It's required me to wear many hats, from strategy and delivery to sales & operations, which has given me a holistic view of how a business really works.

What inspired me into digital and tech...I was drawn into digital and tech because of the pace and

constant innovation in the sector. Through my work with a wide range of tech and digital companies, from start-ups to SMEs, I've seen how quickly ideas can turn into real, scalable solutions.

My educational background is...I achieved a First Class Honours in Journalism studies and have achieved NCTJ acreditations

What advice I'd give to girls thinking about a career in digital and tech... My advice would be to be brave and give it a go, even if you don't tick every box at the start. Digital and tech are constantly evolving, and curiosity, problem-solving, and adaptability matter just as much as technical skills. Don't underestimate the value you bring.