

GEMMA ILLIDGE



Job: Head of Digital

Company: Absolute Agency

As Head of Digital at Absolute Agency, I lead a talented team of designers and developers to craft creative digital strategies and deliver growth-driven websites, building strong client relationships along the way and helping brands thrive in the digital world. I can't code but I wish I had learnt...

Strategic

Driven

Creative

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

- Creative thinking
- Commerciality
- Problem Solving
- Relationship Management

The most interesting thing I've worked on in my career so far...I feel like I've done it all, seen it all and worked for such a diverse range of clients this is so hard! But I like to think the most interesting is yet to come which is why working in digital is so exciting.

What inspired me into digital and tech...As a young Account Manager I was given a choice – stay working in print media or move to a digital team to manage HTML emails and web builds. I wouldn't say I was inspired, more like thrown in the deep end. But I haven't looked back!

My educational background is...I don't have a university degree and made the decision to go straight

into work after college. I worked full-time, studied in my free time and gained marketing qualifications with the support of various employers. No regrets (no student debt).

What advice I'd give to girls thinking about a career in digital and tech... Don't be intimidated by people who seem to know more than you. It's very easy for people in the industry to talk technical and blind people with words and acronyms to seem intelligent. Never be afraid to ask for something to be explained in plain English.