

## JADE JONES



**Job:** Programme Assistant / Digital Marketing Apprentice

**Company:** The Juice Academy

I help run The Juice Academy programme. I do this by running their social media, creating content for their social media using photoshop and after effects. I visit schools and colleges promoting the apprenticeship and the digital industry. I attend conferences about the digital industry and I do a lot of live tweeting at them which is really fun and fast pace. I use websites

such as wix to design websites and blogs.

fun

caring

Motivated

**The skills I use most in my job...**Working with others

- Writing
- Editing
- Social Media Experience

**The most interesting thing I've worked on in my career so far...**It's just really exciting being in the digital industry! With it being such a fast-pace environment, you are constantly keeping up with the latest trends and news and there is never a dull moment. I love talking to other people about my job at events especially at schools where younger people don't really know what they want to be when their older. By telling them how exciting my job is I feel as if I it inspires them.

**What inspired me into digital and tech...**I am a practical learner and I cannot learn by sitting in a classroom being spoken at. Although in the digital industry you have to do a lot of listening, your own learning is very much practical. I knew I needed to be in an industry that I was passionate about and I definitely am passionate about digital. For a start I am never off my phone, I love blogging and social media, throughout my apprenticeship I am also going to be learning new skills such as coding which I am really excited for as there is such a huge skills gap in coding!

**My educational background is...**I have three A levels: Media Studies (B), Business Studies (B) and English Language (C). Throughout college my favourite subject was always media studies because of its creativity and it being one of the only subjects that incorporated digital. I decided to do a Marketing Management degree at university however I dropped out after a month because I wasn't enjoying the course I wanted the experience in the digital world and join a fast pace working environment. Which is when I got my apprenticeship at The Juice Academy.

**What advice I'd give to girls thinking about a career in digital and tech...**Don't be scared! The digital industry might look a bit crazy but it is a huge opportunity for ambitious and creative young people. You don't have to be a coding genius or a computer whiz (but even better if you are). There are endless opportunities in the digital industry. Your future job might not even exist yet because technology is moving so rapidly. Its also great because you get to go to really cool events!