

## JANE HUNT



**Job:** Co-founder and Marketing Director

**Company:** JBH - The Content Agency

I work with brands to help them generate PR coverage and backlinks on sites like Metro, Mashable and Cosmopolitan, so that they can improve their reputation online and rank higher in search engines like Google.

Impatient

Ambitious

Determined

**The skills I use most in my job...**Team leadership

- Pitching for business
- Copywriting

**The most interesting thing I've worked on in my career so far...**Running a business has been the most exciting thing I've ever done, as there are constant challenges you have to overcome. I'm still learning and making mistakes, but everyday I get a buzz from the work we create for our clients and seeing the coverage it achieves and I'm very proud to be part of that.

**What inspired me into digital and tech...**I think the variety of work is what attracted me the most to

digital and tech. Whether you're creative or analytical, there is a job for you and you're surrounded by people with big ideas and its infectious.

**My educational background is...**I did a fine art degree many years ago and had no idea what to do with it. After university I worked in Manchester at a gallery and soon realised that I really enjoyed marketing, so joining the agency world seemed like a logical step. I learnt that agency life is fast paced and there is never a dull day.

**What advice I'd give to girls thinking about a career in digital and tech...**Digital and tech is such a lively industry. It's very creative and social and there are so many jobs to choose from. See which roles best align with your personality and interests and start from their. I have never looked back and you won't either!