

## JESS SWEETENHAM



**Job:** Digital Director

**Company:** One Agency Media

I lead a team of 15 experts in multiple digital disciplines, including social media, paid advertising, content, web development, and SEO. I help structure our workflow, ensure high standards and drive results across the board whilst nurturing the team and their career paths.

Resilient

Adaptable

Passionate

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

- Analytics
- Management
- Strategy
- Budgeting

**The most interesting thing I've worked on in my career so far...**The most interesting thing I've worked on is taking on an entire department when it was struggling financially and turning it around by focusing on the team and investing in them. Understanding people and how to motivate them is

profoundly interesting to me.

**What inspired me into digital and tech...** I find that digital is the sector that moves the fastest, with the most exciting developments leading the way for many industries. There is a distinct lack of female representation in the industry, which really fueled my desire to break into the sector and lead by example.

**My educational background is...** I am midway through a psychology degree but have reached my position without a degree. I have GCSEs, A-levels and a foundation in photography. However, I gained most of my knowledge for my job through experience and pushing myself out of my comfort zone into leadership positions.

**What advice I'd give to girls thinking about a career in digital and tech...** Don't be afraid to speak up and show that your knowledge is as valuable as anyone else's. Never compare yourself to anyone and the work they do. Take pride in the work you put forward, how you work with your team and how you manage your clients.