

## JESSICA MCKENZIE



**Job:** Co-founder, Co-director, Head of Social Media & Content

**Company:** Louder Than Bombs

Co-own and co-direct a marketing agency in Manchester. Social media marketing and content creation. Create strategies and manage social accounts.

Reliable

Eccentric

Honest

**The skills I use most in my job...**Social media management

- Content creation
- Copywriting
- Leadership
- Creativity

**The most interesting thing I've worked on in my career so far...**Launching a business and working on the marketing for a well-known online video game brand collaboration with celebrities, to help raise funds for the NHS during the pandemic.

**What inspired me into digital and tech...**It was a new career path and I was intrigued. I wanted to learn more but in a different field and I fell in love with the industry. I help people and thrive off watching others flourish with their goals. The more I learnt and achieved, the more I wanted to delve

in. 5 years later and I co-own my own agency.

**My educational background is...** I have my GCSE's, A-Levels and a degree in Philosophy. I started marketing nearly 5 years ago and worked within an agency. Here I self-taught, learnt and attended courses to develop my skills and knowledge.

**What advice I'd give to girls thinking about a career in digital and tech...** What's stopping you? It's a whole new world with endless skill building, opportunities and achievements. There are many areas in digital and tech - it's not just data and computers. It's like Alice when she falls down the rabbit hole; magical, mystical and a whirlwind that you want to get swept up in.