

JODIE HOUGHTON



Job: Social Media Manager

Company: Big Brand Ideas

I run the social media accounts for a range of clients, managing the strategy and working with the wider team to develop some really cool social content.

Creative

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

- Content writing
- Communication
- Planning
- Analytics

The most interesting thing I've worked on in my career so far...A social campaign for an exciting Tech client that also ended up being TV ads. The whole production was such a team effort - I even managed to convince my friend to shave his head for it! Being part of the process from the beginning and watching it all unfold on social media (and television) was really exciting, and it won a CIPR Excellence Award for Best Social Media Campaign.

What inspired me into digital and tech...Writing was my passion as a teenager and when presented

with my options for career choices, digital was never suggested. So I kind of accidentally found myself doing digital copywriting, as a means to fulfil my passion in some way. After a few years of working in digital agencies, I branched out into social media and was swept away by what felt like unlimited ways to be creative every day! Now I can't imagine doing anything else.

My educational background is...After my A-levels, I decided to go straight into the working world, determined to start a career in writing. I landed my first agency role at 20 as a copywriter, with no relevant qualifications aside from an English A-level and heaps of enthusiasm. From that moment on, I tried to learn as much as I could from the people around me (agency environments are ace for that) and I'm still learning!

What advice I'd give to girls thinking about a career in digital and tech...Just give it a go and don't put too much pressure on yourself to succeed in the first role that you try! For me, working in the digital world has been a great way for me to explore a whole load of disciplines. Learn and soak up as much as you can, it'll give you more options and help you find what you love.