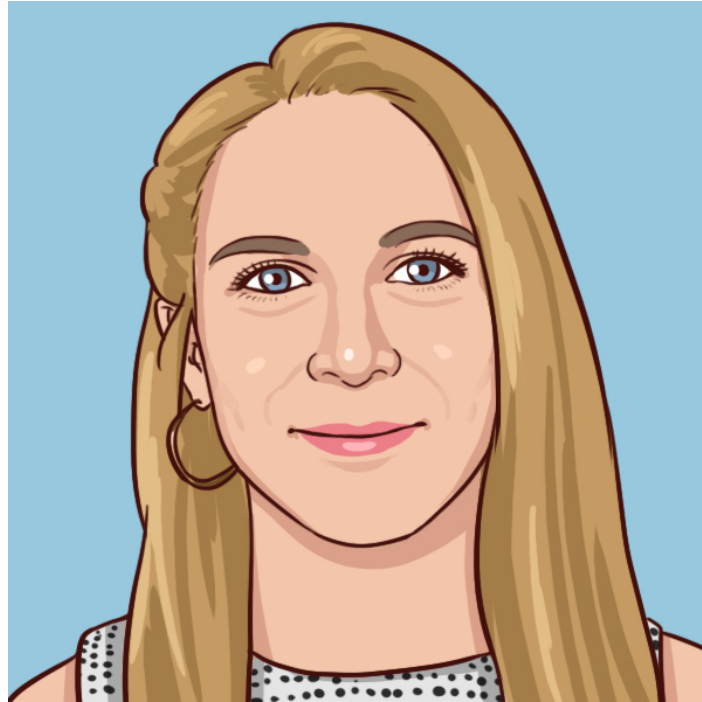


## KATE WOODS



**Job:** Senior Paid Media Executive

**Company:** Banc Media

Google & Facebook Marketing - Strategy & Implementation

Outgoing

Flexible

Logical

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

- Strategy & Basic Coding

**The most interesting thing I've worked on in my career so far...**Attribution models to grow businesses, strategies for different companies

**What inspired me into digital and tech...**Accident! Applied for analyst role & was given this opportunity

**My educational background is...**Physics 1st Class BSc, Worked in a vibrant self-learning company

**What advice I'd give to girls thinking about a career in digital and tech...**It is a great environment to mix data with creativity