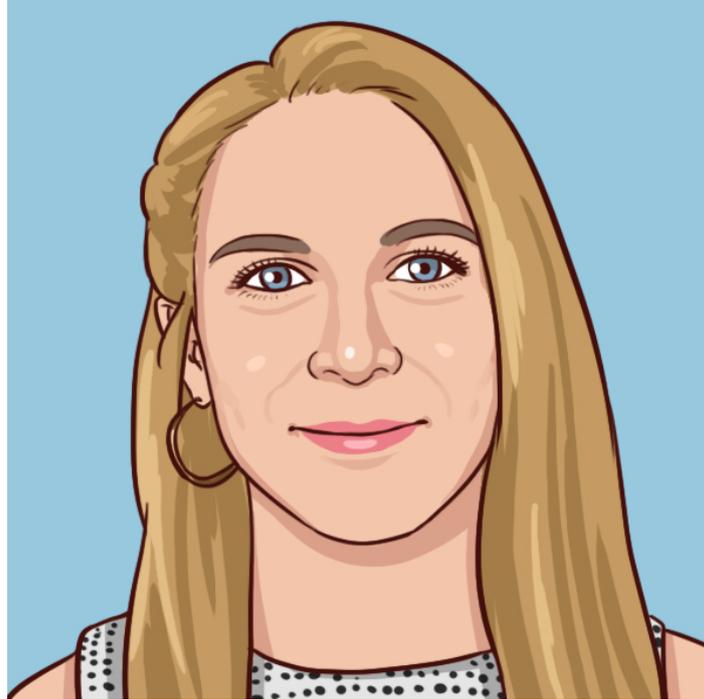


KATE WOODS



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