KATY SHAW

Job: Digital Consultant

Company: Code Computerlove

My job is to understand and identify opportunities where 'digital' can help improve client's businesses and come up with a long-term strategy to achieve this. Often this is a new or improved website but it could also be anything from Alexa skills, mobile apps, how to be more visible on Google, or helping client's internal teams use digital tools and processes to be more effective.

Friendly	Creative	Approachable

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

• Presentation
• Prioritisation
• Numerical

The most interesting thing I've worked on in my career so far... This year we made a fun game for Co-op Travel where you had to blow into your phone to power a hot air balloon. The direction the phone was facing would determine where it would land, and some countries had hidden prizes.

What inspired me into digital and tech...I did some work experience in marketing & advertising agencies where I saw that digital was the future and it was constantly evolving which excited me. I also loved how I could use both my creative and analytical skills.

My educational background is...I studied Spanish, Economics, and Graphic Design at A-level. My degree is in Economics from Lancaster University. The softer skills such as doing presentations, writing essays, and working with a team, all really helped with what I do now.

What advice I'd give to girls thinking about a career in digital and tech... You don't have to know how to code to work in this industry, it helps if you can but there are so many other roles you can do. Digital is the most exciting industry I can think of – there's always something new so you'll never get bored!