

LARA BESBRODE



Job: MD

Company: Social Sugar Digital Marketing, PR & Social Media Agency

Oversee a small team of digital wizards

Empowering

Trustworthy

Energetic

The skills I use most in my job...Strategic Planning

- Content Marketing
- Campaign planning
- wrtiting presentations

The most interesting thing I've worked on in my career so far...I set up an online news agency, we posted news daily via our Facebook page from 2014-2016. At its peak we were posting 24 news items a day and reaching 1 million readers on Facebook. We also built and app. Sadly it got hacked and destroyed but it was an incredible experience working with journalists remotely around the globe

What inspired me into digital and tech...I'm passionate about Social Media

My educational background is...Learnt in the job! Worked my way up through PR agency then self taught all aspects of Social media marketing, Social Media Paid ads, blog writing, SEO etc

What advice I'd give to girls thinking about a career in digital and tech...Women are great communicators. In a male dominated world, Digital is a great platform to get the message out there.