

## LAURA WYATT



**Job:** Senior Account Manager

**Company:** Clicky Media

I work as a Senior Account Manager, which means I look after some of the agency's larger clients. I manage their digital marketing strategies, and ensure their goals and objectives are achieved. This involves excellent relationship management, communication skills, and I have to be super organised.

Gregarious

Resilient

Determined

**The skills I use most in my job...** Relationship development and management

- Excellent communication skills
- Organisation and planning
- Analysis of their performance results
- Budget and spend analysis and management

**The most interesting thing I've worked on in my career so far...** Post-university, I worked as a digital marketing consultant for a funeral director. This project included education around the importance of digital and tech for grieving families and ways to support families through technology, such as online funerals, social media memorials, and ways to reach families outside of more traditional means.

**What inspired me into digital and tech...** I started off helping local bands with their PR, with the aim of selling more event tickets. It frustrated me they had no website and so I learned to build one using WordPress. The impact of social media meant we could reach more fans, and my writing skills meant we moved from newspaper articles to online publications. I wanted to do more, be seen more, reach more people and digital and tech was the natural move to combine my passion and my newly developing talents. It was and is an everchanging, exciting opportunity to grow, and combined with my ADHD, meant I have always been able to adapt to newer and more exciting technological advances.

**My educational background is...** I left school at 16 with 11 GCSEs and joined the army as a junior soldier. After an injury, I completed my A-Levels at night, whilst working full-time. At 20, I started a Theatre Studies BTech, gaining Triple Distinction and then in 2009, I started my university degree of Business and Public Relations, gaining a First Class degree.

**What advice I'd give to girls thinking about a career in digital and tech...** Digital and tech is never still, it's never dull, and you can combine your passions and interests with your career. From make-up tutorials on TikTok, to vlogging about women's rights, to building apps, to creating websites, digital is no longer a male-dominated environment, but it still needs more women and girls to have a positive impact and invoke change.