

## LISA WOOD



**Job:** Marketing and Communications Lead

**Company:** Naimuri

My role is in Marketing and Communications and it is essentially it is to build the brand profile for Naimuri. I am involved in making sure the brand is visible in the growing Manchester Tech community and that our team have a voice at events and in the right places. We are actively recruiting and so it is a busy and exciting time for me.

Inquisitive

Loyal

Ambitious

**The skills I use most in my job...** Organised. I have lists for everything and being organised is fundamental in Communications and Marketing, as you could be juggling a variety of tasks.

- Written skills, so you can source and write varied and engaging copy, including articles, web copy,

features and social media posts.

- Creative skills are vital to be able to shape ideas and concepts for marketing campaigns and creative briefs.
- People skills. Communications and marketing is built on good relationships with colleagues, the media and agencies, so it is important you can communicate and connect with a diverse range of people.
- Passion. Not really a skill, but being Passionate about what you do and the world you are working in, is key to enjoying working and making sure that is reflected in what you are creating.

**The most interesting thing I've worked on in my career so far...** I have been so fortunate to have had such a varied and interesting career to date, so it is really hard to pinpoint one thing. However, building the global brand for MediaCity and working on the project from it being a construction site to becoming a vibrant tech and media hub, (officially opened by HRH The Queen), has to be the one which is the most memorable for me. We had a cracking team on the project and even though we worked really hard, we had so much fun. Happy memories.

**What inspired me into digital and tech...** I started off working in the media/TV industry, but had the thirst for something new and could see the tech scene in Manchester was evolving and just knew I had to be part of it!! I love working with creative and talented people and get inspired by what can be achieved with technology and how fast the industry is moving and growing. Naimuri is a business with a real purpose and driven by a desire to make the UK a safer and better place to be, so being a small part of that mission, is a privilege for me.

**My educational background is...** I studied a media degree at the University of Salford, which helped me get into the world of TV. However, since I was very young I had always had a passion for writing and finding stories, creating content and organising events and ended up falling in love with the world of Communications and Marketing. Everything I have learnt has been whilst working on projects and from my colleagues, which for me has got me to where I am today.

**What advice I'd give to girls thinking about a career in digital and tech...** Go for it! There are so many opportunities, and the industry is evolving rapidly, so you'll never get bored. You'll get the chance to keep refreshing and updating your skills and have the opportunity to work with inspiring and like-minded people. Don't be scared about it being a male-dominated sector. Things are changing and with more women coming into tech, we can create an equal gender balance and a more diverse workforce and hopefully inspire younger generations to choose a career in this sector.