

LIZ BAKER FIDM



Job: Digital Marketing Manager

Company: Codurance

Fellow of the Institute of Data & Marketing specialising in MarTech. A CRM specialist, who is known to think in flowcharts and brings data mining and analytic skills to look for anomalies and predict critical paths for marketing.

Considerate

Practical

Resourceful

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

- Data Mining
- Digital Marketing

The most interesting thing I've worked on in my career so far... I ran a cook school for 6 years which involved daily bread making, baking and recipe development.

What inspired me into digital and tech... I was in marketing before it was digital and moved with each new tech evolution as I had the opportunity

My educational background is... I was studying nuclear physics when I decided to swap careers and become a telecoms engineer. I moved into marketing and focused on CPD to upskill and move through my career. I'm now a Fellow of the Institute of Data & Marketing

What advice I'd give to girls thinking about a career in digital and tech... I benefited from a school and mentors who believe women in Tech was important. Find the best mentors and companies and go work with them.