

## LUCY MOORE



**Job:** Account Director

**Company:** Refresh PR

I work with clients in the digital and tech sectors to enhance their reputations, build brand awareness, and get them in front of the right people at the right time. My role as account director sees me oversee a team of brilliant people in our office in the Northern Quarter, developing creative communications campaigns for clients. Much of what we do is focused around digital metrics, such as traffic generated to a website, or using PR link building for SEO.

Bookworm

Wanderer

Knowledge-hungry

**The skills I use most in my job...**Creativity

- Problem solving
- Emotional intelligence

**The most interesting thing I've worked on in my career so far...**One of my previous clients was a user experience agency and I did a lot of really cool campaigns with them, aimed at encouraging companies to develop websites, apps and online services that were accessible to all. Tech for good is a

big interest area of mine, so any projects that incorporate that are great!

**What inspired me into digital and tech...**Honestly, probably when I started working with Manchester Digital in 2015! My job role has evolved over the years. I didn't start in a tech role, it was only when I got into PR'ing tech companies and figuring out what a focus on digital PR could do for them that I moved in to the space.

**My educational background is...**I studied a PR degree, which at the time (10 years ago!) was much more focused on traditional PR. As the industry has changed so much in the past few years, I've honed my skills in digital PR through the workplace, as well as working with tech-y clients and attending industry events, such as Manchester Digital's!

**What advice I'd give to girls thinking about a career in digital and tech...**Absolutely go for it! There are so many opportunities and career paths you can go down - the opportunities are endless. It's not all sitting in dark rooms and inputting code into a computer!