NINA LEA

Job: Senior Peformance Strategist

Company: Venn

I work as a Performance Strategist, partnering with organisations to strengthen their employer brand and careers website strategy. I implement SEO strategies, improve online visibility and help businesses create digital experiences that attract and engage the right talent through data-driven insights and long-term marketing strategies.

Resilient	Strategic	Creative

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

- Search Engine Optimisation (SEO)
- Data analysis
- Problem-solving
- Communication

The most interesting thing I've worked on in my career so far... One of the most interesting parts of my career has been freelancing. Working with businesses across different industries has helped me

build skills in SEO, content, branding, digital PR and AI. As marketing evolves rapidly, I've enjoyed continuously learning, adapting and expanding my expertise to keep pace with change.

What inspired me into digital and tech...I've always been a creative person, inspired by fashion, art and music. As technology evolved, I saw an opportunity to combine creativity with digital innovation. Starting with graphic design gave me a strong foundation, and I've since built a career using digital marketing, SEO and employer branding to help organisations

My educational background is...I have a creative background, with a Diploma in Graphic Design, followed by an apprenticeship at Barclays Bank on the Employee Engagement team. That experience introduced me to employer branding and internal communications, and it inspired the career path I'm on today - working with organisations to strengthen their employer brand and digital presence.

What advice I'd give to girls thinking about a career in digital and tech... Don't wait until you feel like an expert - just start. Be curious, ask questions and keep learning because digital is constantly evolving. Your creativity and perspective are valuable, and there isn't one "right" path into the industry. Every experience you gain will help shape your career.