

## PAIGE COULTHURST



**Job:** Operations Director

**Company:** Soap Media

As the Operations Director at Soap Media, I ensure agency efficiency and profitability, implement strategic processes, champion web sales, and foster a positive work culture. I cultivate strong relationships with clients, employees, and my professional network, providing solutions and support to the team in all matters.

**Affable**

**Determined**

**Efficient**

**The skills I use most in my job...**Project Management - Overseeing and ensuring high-performing delivery processes and team efficiency.

- Strategic Planning - Developing and implementing robust processes and strategies to drive the business forward.
- Team Leadership and Support - Supporting the team comprehensively, providing answers, and finding solutions.
- Sales - Champion web and creative sales, creating contracts, forming relationships.

- UX - with a history in UX web design I can't help but get involved in overseeing designs and web builds and inputting my expertise when required.

**The most interesting thing I've worked on in my career so far...** The most interesting part of my career has been levelling up Soap Media. I implemented efficient processes and standardised workflows, evolving the agency from a small, ad hoc operation to a strong, growth-ready business. We've won great clients, produced excellent work, and improved our culture. And I learnt so much along the way!

**What inspired me into digital and tech...** IT was always my favourite subject at school, and my teacher was lovely. It was something I excelled in and enjoyed. I was always on my computer, and my brother-in-law worked at a big agency - he got me work experience there at school in the UX design department, and a placement in university to do social media management, and I just loved the agency world and everything digital marketing. Running my own homeware business whilst in university meant I had to set up my own website and social media, which again I really enjoyed doing - more than the actual selling of the homeware!

**My educational background is...** At A-Level, I pursued what I enjoyed most and succeeded in most which was economics, politics, IT, and psychology. I went on to do a Management and IT degree at Lancaster University, aligning perfectly with my career. I also hold a UX design diploma and am PRINCE2 Agile Practitioner certified.

**What advice I'd give to girls thinking about a career in digital and tech...** Follow what you're good at; digital and tech encompass more than just coding. Skills in account management, design, project management, and SEO are highly valuable - there is a role for everyone in digital and tech. Take advantage of free courses to develop your skills. Build a strong network on LinkedIn, attend industry events, and position yourself as a thought leader - you'll find great opportunities this way. Find a way that works for you to keep up-to-date in the ever-changing world of technology (and embrace AI!). Most importantly, enjoy the creativity and fun the industry offers, and always speak up about your achievements and capabilities. Believe in yourself!