

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!