

PATRICIA BRENNAN



Job: Digital Performance Officer

Company: Trafford Council

I am responsible for the upkeep, continuous improvement and management of Trafford's web and digital platforms. These include the Trafford Council website and intranet.

Confident

Approachable

Lively

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

- JavaScript
- Google Analytics
- Training

The most interesting thing I've worked on in my career so far...Launching the new and improved Trafford Council website in 2019, to encourage our residents to do more online.

What inspired me into digital and tech...It was a natural progression in my career as a graphic designer to move into web design and then the world of coding. I enjoy helping people and encouraging them to go digital.

My educational background is...I have a BTEC in graphic design and started my career in this field. I undertook training in HTML and coding whilst in a previous Public Sector role, and have had training in the use of Google Analytics in my current role.

What advice I'd give to girls thinking about a career in digital and tech...It's a fun field to work in, and it's something that is always evolving and changing, which keeps you on your toes. The future is digital!