

PAULA BRAIDEN



Job: Owner & Director

Company: Seek Social Ltd

I own and manage a full service digital marketing agency serving clients all over the world. We cover all aspects of marketing content design, website design and technical build, generating new customers through marketing campaigns, and providing expert advice to our clients to help them grow their businesses.

Passionate

Ecclectic

Creative

The skills I use most in my job...Communication Skills - I interact with people a lot in my role. It is important that I am able to relay my message across to anyone I speak to whether it is a face-to-face, telephone, web chat, or online conference setting.

- **Analytical Thinking** - Dealing with global clients means that the challenges we face may sometimes need an outside-of-the-box solution backed with data and numbers. I always believe that to be effective in providing marketing and technical advice you need to analyze situations and provide practical and sustainable solutions.

The most interesting thing I've worked on in my career so far...The most interesting thing I have worked on so far is to help a start-up company with their Google PPC and SEO strategies where the start-up has a very limited budget and are up against very big competitors. To date, we still consistently beat their big competitors utilising a smaller budget and a smarter approach.

What inspired me into digital and tech... I have always been a follower and an advocate of digital & technological advancements, especially in the advertising or marketing front. What pushed me on to build Seek Social is that I wanted to help smaller businesses receive quality marketing advice & services within the price point that they can afford.

My educational background is... I graduated from University with a degree in Mass Communications focusing on Film and Journalism. Over the years after university, I worked as a university lecturer and a corporate trainer for the financial services industry. On those times I was not working my 'day job', I worked on marketing projects as a freelancer and learning whilst working with clients.

What advice I'd give to girls thinking about a career in digital and tech... The digital and tech industry is like a really big playground with a lot of cool stuff that make huge differences in people's lives. You get to create projects where you use a lot of different skills and can push you beyond what you think your current limits are. This is an industry where you can apply yourself to the fullest.