

PHOEBE CAROLAN



Job: Digital Transformation Partner

Company: Stockport Homes Group

I lead and support on digital projects for both internal and external stakeholders. Working closely with different areas of the business, I consider their processes and if they can be digitised. Often this results in a discovery piece to determine the best digital solution.

Ambitious

Passionate

Confident

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

- Organisation
- Teamwork
- Problem-solving
- People skills

The most interesting thing I've worked on in my career so far...The most interesting thing I have worked on so far is the current Chatbot project I am involved in. Currently our digital offering to customers is limited. I am building an automated Chatbot so those customers who do wish to speak to us in a digital way have a good channel to do so. Also, by creating automated workflows, this frees up colleagues time allowing them to have more quality calls with customers whilst the bot deals with more transactional queries.

What inspired me into digital and tech...I previously worked in IT Recruitment. I fully enjoyed speaking to people about their job roles and the amazing things they were able to achieve using technology. I found that the majority of the candidates and clients that I spoke to were male. As opposed to placing men into positions I felt I would be good at, I decided to go into a career in tech myself.

My educational background is...I completed my A Levels in 2015 in English Language, Psychology, Sociology, Philosophy & Ethics then went on to study Business Management at the University of Leeds. I graduated with a 2:1 in 2019.

What advice I'd give to girls thinking about a career in digital and tech...Go for it! Digital is the future. It's an exciting career that gives innovative minds an opportunity to explore what is possible. Aside from the tech, if you enjoy working with people then consider a career in digital because one of the most important parts to a successful digital project is stakeholder engagement and buy in.