POPPY HEAP

Job: Lead Strategist

Company: Poppy Heap

We manage CRM and supporting software for organisations. In my role, I run the discovery and strategy phase of a project through workshops - understanding key technical requirements for a business, and their growth goals - then I design the CRM and automation structure to enable those goals.

Mission-Led	Strategic	Energetic

The skills I use most in my job... Workshop facilitisation

- Tech Stack Evaluation
- CRM & Automation Design
- Strategy
- Stakeholder Management

The most interesting thing I've worked on in my career so far...CRM set up to help 1000s of people learn and access key educational content

What inspired me into digital and tech...I fell into it by meeting an agency owner who offered me a role, but stayed because of it's potential to solve any problem in any industry.

My educational background is... After achieveing two Ds and a C at A-level (and also getting kicked out for low attendance %), I went on to achieve a 1st Class BA in Marketing from Middlesex University. (I even gained a scholarship for my 2nd year for my outstanding grades in 1st year)

What advice I'd give to girls thinking about a career in digital and tech... Learn critical thinking - the skill of how to think - and you'll be able to achieve anything (given the right time and resources)