

## QAANITA



**Job:** Communications & Engagement Specialist

**Company:** Sainsbury's

I use communications to tell stories that interest and engage my customers, and share knowledge and create an awareness of the brand I work with.

Passionate

Focused

Creative

**The skills I use most in my job...**Numeracy

- ICT
- Working with others and Problem Solving

**The most interesting thing I've worked on in my career so far...**A global ICT campaign to launch the IoT with Cisco.

**What inspired me into digital and tech...**I find the D&T industry to be like another language I need to master, much like Spanish, just more technical.

**My educational background is...**Media Comms Degree, Business Science diploma.

**What advice I'd give to girls thinking about a career in digital and tech...**It's a future focused, innovative and exciting space to be in!