

## RACHAEL ROBINSON



**Job:** CRO Manager

**Company:** Quint Group

I use tools and software to understand how customers use and interact with several websites. I use this data to focus on improving the customer journey by finding bug/barriers affecting customers & fixing them.

Hard working

Trustworthy

Honest

**The skills I use most in my job...**Attention to detail

- Empathy
- Research skills
- Patience

**The most interesting thing I've worked on in my career so far...**Usability testing - we recruited customers to review our websites. We set them a range of tasks and watched as they did them. I did this a few years ago but due to the amount I learned, I still talk about and reference to this day.

**What inspired me into digital and tech...**I've always been the 'techy' one so it was fate I ended up

working with websites and tech. I love improving websites based on real customer insight.

**My educational background is...**Self taught, at home online learning

**What advice I'd give to girls thinking about a career in digital and tech...**If you have a passion, go for it! Do what makes you scared! Your 80year old self will thank you for it and will be proud you did something you loved.