

## RACHEL MCDONALD



**Job:** Senior Office Coordinator

**Company:** Chainalysis

I am responsible for the office operations and experience for our colleagues within EMEA & APAC.

Creative

Honest

Organised

**The skills I use most in my job...**Project Planning

- Event Planning
- Administrative Skills
- Communication
- Prioritisation

**The most interesting thing I've worked on in my career so far...**For me it's setting up new offices. Over the past 5 years, I've relocated offices in London, Manchester, Bristol & Dubai. Each one different from the other, but each one has provided new insights into building an office environment & culture.

**What inspired me into digital and tech...**I fell into digital marketing back in 2012 where I interned in Social Marketing, and from there went on in 2013 to Affiliate Marketing. My inspiration came from the

people I worked with, who inspired me to go with my gut, and to see how vast the digital landscape was.

**My educational background is...** I did a degree in Film & TV Production at Anglia Ruskin University which I completed back in 2012, and through this degree, I gained skills in project management and organisation. This then propelled me into my career today, where I've also done a diploma in Event Management back in 2020 and focussed my time into organising events both on and offline for my company.

**What advice I'd give to girls thinking about a career in digital and tech...** I'm an advocate for always trying something new. I always thought digital (and tech mainly) was for someone who already knew about it. But I went in head first as someone with little experience, and worked my way up, always learning and never giving up.