

## REBECCA CHRISTOFIDES



**Job:** Content Marketing Executive

**Company:** theEword

Produce creative content both online and offline to drive leads, sales, and awareness for brands.

Creative

Charismatic

Energetic

**The skills I use most in my job...**Content writing

- Social media production
- Outreaching
- Design

**The most interesting thing I've worked on in my career so far...**Being a part of a team which creates talked about campaigns such as publicity stunts which have reached ITV news. Also, projects which are for a good cause, for example International Women's Day and Manchester Pride.

**What inspired me into digital and tech...**The creative space to be open and be able to make a difference in campaigning through creativity and boldness.

**My educational background is...**I did an undergrad degree in Advertising and Brand Management, and then completed a postgraduate degree in Creative Advertising.

**What advice I'd give to girls thinking about a career in digital and tech...**Don't hold back. If you have an idea say it. If you feel strongly about a campaign, do it. Digital and tech industries are a hub for letting your mind actually use imagination and you're encouraged to do so.