

## REBECCA LOUISE WORSLEY



**Job:** CEO & Founder

**Company:** Rainy City Agency

I'm Rebecca, Founder and CEO of a fast growing Shopify Plus agency, Rainy City. We're a Shopify Plus Partner that works solely on the Shopify platform to help merchants from Health & Beauty to Fashion & Accessories design and build their websites, through innovative design and forward thinking engineering.

Caring

Go-Getter

Reliable

**The skills I use most in my job...**Sales - Responsible for signing on all new business for the agency

- People Management - Learnt how to build a solid team to aid with growth
- Visionary - For the company to plan for the future and where we're going to take it
- Communication - Internally & externally - building relationships and partnerships is the most effective way to scale

**The most interesting thing I've worked on in my career so far...**Building the agency has to be the most interesting, it's quite broad but the amount of challenges and wins have been crazy. No two days are the same and i've learnt so much from people management, training, sales, processes, finance and building relationships across the eco-system.

**What inspired me into digital and tech...**I started out in eCommerce as a merchant myself - I quickly learnt the pains of working with agency partners and wanted to develop an agency that delivered great work, had communication at the forefront of everything and a team that is creative and passionate.

**My educational background is...**I studied International Fashion Marketing at Manchester Metropolitan University, I graduated with a first class honours degree, my degree is totally different to what I do now, I think the best way to develop skills is to put yourself in the real world and learn from your mistakes and others.

**What advice I'd give to girls thinking about a career in digital and tech...**Our industry is very male dominated - I've often been to events and been the only female there and i'd like to change that! The tech industry is fun, exciting and so fast paced, if you want to feel challenged and break barriers, then this is the career for you.