SAM MCMILLEN



Job: Marketing Manager

Company: Onside Accounting

I'm the Marketing Manager at Onside, leading all aspects of marketing as a standalone function. My role spans strategy, brand, content, events, email marketing, social media, website management and internal communications. I work closely with our agency partners and leadership team to bring our brand, culture and client experience to

Approachable	Curious	Trustworthy

The skills I use most in my job... Strategic Thinking

- Communication
- Digital Marketing
- Project Management
- Agency Management

The most interesting thing I've worked on in my career so far... Rather than one standout project, I'm most proud of the variety of experiences I've had throughout my career. I've delivered events in

incredible venues, managed major website projects, supported high-profile professional services firms, and built marketing foundations from scratch.

What inspired me into digital and tech... Digital Marketing is a natural path for Marketing specialists - with the arrival of websites, email marketing, social media - and the ability to track, measure and influence campaigns using data and analytics. It is a fast-paced world and marketing continues to change and evolve.

My educational background is...I studied Marketing and Design at London Guildhall University - my career in marketing now spans more than 25 years, across agency, in-house roles, from world-leading corporates to UK startups.

What advice I'd give to girls thinking about a career in digital and tech... Be bold, be brave, don't be afraid to get it wrong - make mistakes, learn from them. Listen, observe, and meet great people along the way - and stay in touch! Stay curious!