

## SARAH BUSH



**Job:** Managing Director

**Company:** Visair Ltd

I'm the Managing Director for an agency specialising in Virtual and Hybrid Events. Day to day my role requires so many different hats, from leadership and strategic planning, to marketing, budgeting and analysis and to coding and client relations.

Curious

Open

Tenacious

**The skills I use most in my job...**Forecasting and Budgeting

- Analytics
- Marketing
- Communication / Relationship Building
- Strategy and Leadership

**The most interesting thing I've worked on in my career so far...**Having the chance to work with incredible clients to produce virtual and hybrid events such as Meta, Energizer, Visa and McDonald's. This included planning and budgeting of events, designing and building custom event microsites and

producing live streams.

**What inspired me into digital and tech...**I began with a creative degree in design, but soon realised this wasn't for me and moved into marketing where I could be more analytical and strategic. This was the gateway to getting involved in digital marketing, platform management and development.

**My educational background is...**I studied for a Foundation Degree in Art and Design, followed by a BA Hons in Design and Art Direction. Then I completed a PGC in Creative Business Management.

**What advice I'd give to girls thinking about a career in digital and tech...**Don't be put off by industry jargon and don't believe the stereotypes - tech jobs are not just about sitting in front of a screen, they're creative, problem-solving, challenging and in reality touch upon almost every aspect of our daily lives in some way!