SIAN GWYTHER

Job: Community Manager

Company: zally

I build and engage both online and offline communities, coordinate internal team-building activities, and maintain relationships with key partners. Organizing and hosting events to grow the zally brand, address community feedback, and track engagement metrics. I collaborate across teams to align community efforts with business objectives.

Independent	Compassionate	Driven

The skills I use most in my job... Event Planning & Coordination

- Relationship Management
- Project Management
- Problem Solving
- Brand Building

The most interesting thing I've worked on in my career so far... Through zally, I led on the brand FLIP as Event Director, organising a series of events aimed at early-stage founders to break down investment barriers. With over 700 attendees across all events, it was incredible experience to unite a wide network of like-minded professionals.

What inspired me into digital and tech...I've always been passionate about technology, and I found that a creative role within a tech company offers the perfect balance to keep me engaged and motivated. I wanted to work in an industry that constantly innovates, ensuring my work stays dynamic and exciting.

My educational background is... At Sixth Form, I studied Business, Economics, Psychology, completing an EPQ focussed around the North/South Divide in Sudan. I then studied at Manchester Metropolitan University, graduating with a 2:1 in BA (Hons) in Business and Marketing.

What advice I'd give to girls thinking about a career in digital and tech... Go for it! Technology is everywhere, and there's no better time to enter the industry. With the AI frontier emerging, new companies and roles are being created like never before. It connects you with diverse people and can significantly elevate your skills.